



Agricultural Extension and Rural Society Dept.
Final Undergraduate Students Exam
Agricultural Economics and Social Sciences Program (Level 3)
Date: June, 7 , 2015
Time: 2 hours



Answer the Following Questions

Question One:

- A- **Draw** the Roger's innovation diffusion model..... and **explain** each process.
(10 mark)
- B- **Mention only** the stages of adoption process. (5 mark)

Question Two:

- A- **Explain** the approaches of measuring opinion leaders. (9 mark)
- B- **Define** the following: Diffusion- Social system- Rate of Adoption (6 mark)

Question Three:

- A- **Explain** the characteristics of innovations. (8 mark)
- B- **Mention only** the different variables which determine the rate of adoption.
(7 mark)

Question Four:

- A- **Explain briefly** the different consequences of innovation decisions. (6 mark)
- B- **Mention only** the different theories of innovation. (4 mark)
- C- **Mention only** the functions of change agents. (5 mark)

With my best wishes,

Examination committee

Prof. Mohamed Abdelmagieed

Dr. Hazem S. Kassem