University of Mansoura
Faculty of Agriculture
Department of Agricultural Extension
Educational year: The 3rd Level
Program: Economic and Social Science

Course: Diffusion and Adoption of Innovation
Exam: Final (Second semester)
Date: 15/6/2016
Time: 2 hours
Full Mark: 60 Marks

(Please answer all questions)

Q₁- Define each of the following points   [18] Marks

   a) Adoption   b) Innovation

   c) Diffusion   d) Opinion leader ship

   e) Communication channels   f) Attributes

Q₂- Complete the sentence   [12] Marks

   a) Elements of diffusion .... , ... , ... and ....

   b) The different between diffusion and adoption is ....

   c) Sources of information in adoption process are .... , ... , ... and ....

   d) Adopters are classified into 5 categories .... , ... , ... , ... , ...

   e) The factors influencing the adoption of innovation are........... , ... , ...

   f) Laggards are the ....

Q₃- Answer the following points   [30] Marks

   a) Explain with drawing the stages of innovation – decision process   [10] Marks

   b) Join between adoption and extension methods   [5] Marks

   c) Indicate the relationship between the attributes of an innovation

      and rate of adoption   [5] Marks

   d) Mention the three types of discontinuance   [5] Marks

   e) Explain the most widely accepted stage in adoption   [5] Marks

,,, BEST WISHES ,,,

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