

EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE – 2006/2007

(May – 2015)

EC 4103: INFORMATION SYSTEMS FOR AGRICULTURAL DEVELOPMENT

EXTERNAL DEGREE

Answer **ALL** Questions

Time allowed: 02 hours

1.
 - a) What do you understand by the term “diffusion of an innovation”?
 - b) Briefly explain the diffusion curve using different adopter categories.

2.
 - a) What do you understand by “Communication Process”?
 - b) “A communication network is the pattern through which the members of a group communicate”. Briefly discuss the different types of communication networks existing in an organization by using suitable examples.

3.
 - a) What do you understand by “Agricultural Knowledge and Information Systems for Rural Development (AKIS/RD)”?
 - b) Explain the principles of AKIS/RD.

4. Write **SHORT NOTES** on the following:
 - a) Audience analysis in Extension Communication
 - b) Role of Information Technology in Agriculture