****
*NATIONAL OPEN UNIVERSITY OF NIGERIA*

*University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja*

***Faculty of Agricultural Sciences***

*Second Semester POP Exam Question November, 2018*

**Course Title: Diffusion and Adoption of Innovations**

**Course Code: AEM 503**

**Credit Unit: 2**

**Total Score: 70 Marks**

**Time Allowed: 2Hrs**

**INSTRUCTION: Answer compulsory question 1 (25 mks) and any three (3) questions (15 mks each)**

1. i. Define Adoption, Diffusion, and Innovation *( 7 ½ mks)*

ii. Mention the four (4) main elements involved in the adoption of innovation *(4 mks)*

iii. Briefly explain the four (4) main elements mentioned above *(1 ½ mk each = 6 mks)*

iv. Explain the three (3) stages of diffusion of innovation *(6 mks)*

v. Describe the farmers that are known as innovators in the diffusion process *(1 ½ mks)*

1. i. Define rate of adoption in Agricultural Extension *(3 mks)*

 ii. Differentiate between diffusion and adoption *(3 mks)*

 iii Mention four (4) major ways through which opinion leaders can be identified *(4 mks)*

 iv. State vividly five (5) functions of a good change agent in the agricultural setting *(5mks)*

(3) i. State the importance of communication channels in the diffusion of innovation *(4mks)*

 ii. Expatiate the three (3) levels of the adopters categories of an innovation transmission

process *(6 mks)*

 iii. Enumerate five (5) characteristics of innovations *(5mks)*

(4) i. Identify and Discuss five (5) major factors that can influence the rate of adoption of an

innovation *(7 ½ mks)*

 ii. Who are opinion leaders in the Agricultural Extension chain (2 ½ mks)

iii. Mention five (5) characteristics of a good opinion leader *(5 mks)*

(5) i. Who is described as a change agent? *(2 mks)*

 ii. Briefly describe what you understand as “speed of adoption *(4 mks)*

 iii. List and explain the five (5) steps involved in the adoption process of an innovation *(7½*

*mks)*

 iv. List three (3) factors that can make an individual feel that an innovation has relative

advantage over the other idea *(1 ½ mks)*

(6) i. Mention and Discuss the five (5) stages involved in the innovation – decision process (*7*

*½mks)*

 ii. List and Discuss the five (5) steps involved in the adoption process of an innovation in

Agricultural Extension *(7 ½ mks)*