

NATIONAL UNIVERSITY OF LESOTHO
FACULTY OF AGRICULTURE
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
EXTENSION COMMUNICATION AND TECHNOLOGY (AEX 3307)
Time: 3 hours

INSTRUCTIONS

ANSWER ALL FIVE QUESTIONS

THE USE OF CELLPHONES IS PROHIBITED

QUESTION 1

Define and describe the following terms in detail:

- a) Innovation
- b) Area Extension Officer
- c) Communication
- d) Adoption
- e) Communication barriers

(20)

QUESTION 2

Describe the ICT policy for Lesotho, particularly for agriculture, explaining objectives, strategies and instruments used. **(20)**

QUESTION 3

Explain the steps you would take in order to introduce a new technology on how to do artificial inbreeding in goats and sheep to wool mohair farmers **(20)**

QUESTION 4

With relevant examples, explain in detail the SMCRE model. **(20)**

QUESTION 5

Out of **THREE** barriers to effective communication, explain in detail **ONE** of them and what can be done to overcome it. **(20)**