

EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE – 2012/2013

(MARCH – 2015)

EC 4103: INFORMATION SYSTEMS FOR AGRICULTURAL DEVELOPMENT

Answer **ALL** Questions

Time allowed: 02 hours

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1.
  - a) What do you understand by “Extension audience”? Give two (02) examples for extension audience.
  - b) For a successful information delivery, audience analysis needs to be conducted. What are the reasons for conducting audience analysis? Write down and briefly explain any three (03) methods of audience analysis.
  
2.
  - a) Briefly explain what is an “Agricultural Information System”.
  - b) Agricultural information is considered as an essential input to agricultural education, research and development and extension activities. Illustrate and briefly explain the figure that gives the flow of agricultural information.
  
3.
  - a) What do you understand by “Agricultural Knowledge and Information Systems for Rural Development (AKIS/RD)”?
  - b) Explain the idealized model of AKIS/RD using an illustration.
  
4. Write **SHORT NOTES** on the following:
  - a) Importance of information flow in an organization
  - b) Role of Information Technology in Agriculture

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