



EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE – 2005/2006

(January – 2014)

EC 4103: INFORMATION SYSTEMS FOR AGRICULTURAL DEVELOPMENT

EXTERNAL DEGREEE

Answer **ALL** Questions

Time allowed: 02 hours

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1.
  - a) What do you understand by “diffusion” of an innovation?
  - b) Briefly explain the diffusion curve by using different adopter categories.
  
2.
  - a) What do you understand by “Communication Process”?
  - b) If the communication process flows smoothly, the information sent by the sender and the information received by the receiver should be the same. But, in practice it does not always happen. Why is that?
  
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) Information Flow
  - b) Behavioural pattern of a good communicator
  - c) Role of Information Technology in Agriculture