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**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**SECOND YEAR 2ND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATIONS**

FOR THE DEGREE OF BACHELOR OF SCIENCE AGRICULTURE
EDUCATION AND EXTENSION

COURSE CODE: AEX 221

COURSE TITLE: EXTENSION STRATEGIES AND MANAGEMENT.

DATE: 9TH AUGUST 2023

TIME: 11 – 1 PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



1. (a) Distinguish between Agriculture Extension concept and Agriculture Extension Philosophy. (4 Marks)
- (b) Describe the responsibilities of Agriculture Extension in Kenya. (16 Marks)
- (c) Outline factors that guide planning of Agriculture Extension Programs. (10 Marks)

2. Describe the procedure of communication as applied in Agriculture Extension. (20 Marks)

3. (i) Distinguish between mass and Group Approaches to Agricultural Extension. (4 Marks)
- (ii) Using examples, discuss the Advantages of Mass Approach to Agricultural Extension Service. (16 Marks)

4. (a) Outline the importance of communication tools in Agriculture Extension. (10 Marks)
- (b) State five factors that influence choice of information communication Technology (ICT) -based Agricultural communication tools in Agriculture Extension. (10 Marks)