



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF AGRICULTURE AND ENVIRONMENTAL
SCIENCE

DEPARTMENT OF AGRICULTURAL STUDIES

ORDINARY UNIVERSITY EXAMINATION

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR
OF SCIENCE IN AGRICULTURE

GAX 412 – EXTENSION PROGRAMME PLANNING AND MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question ONE any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – (30 MARKS) – ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Differentiate between intrinsic and extrinsic motivation. (6 marks)
- b) Identify and explain the key principles involved in forming and nurturing a community association. (6 marks)
- c) Describe two leadership styles and examples of when each style might be suitable in an extension context. (6 marks)
- d) Describe two community based planning methodologies and their relevance in extension programme planning. (6 marks)
- e) Define the concept of holistic extension programme. (2 marks)
- f) Explain two different motivation factors that can inspire individuals and communities to actively participate in extension activities. (4 marks)

SECTION B (40 MARKS) – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Discuss the advantages and disadvantages of using social media platforms for agricultural extension communication. (20 marks)

QUESTION THREE (20 MARKS)

Discuss why recognising and respecting cultural diversity is crucial when working in extension setting. (20 marks)

QUESTION FOUR (20 MARKS)

- i. Discuss the key components of crisis management in extension programs. (10 marks)
- ii. Identify potential crisis developing response plan and post evaluation. (10 marks)