



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Nnamdi Azikiwe Expressway, Plot 91, Jabi, Abuja
FACULTY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
KM 4, ZARIA KADUNA EXPRESSWAY, KADUNA STATE,
2025_2 EXAMINATIONS

Course Title: DIFFUSION AND ADOPTION OF INNOVATIONS

Course Code: ARD 503

Credit Unit: 3

Total Score: 70 Marks

Time Allowed: 3 Hours

INSTRUCTION: Question 1 is compulsory (25 marks) and any other 3 questions (15 marks each).

Question 1:

- i. Outline any 3 functions of the change agent's to his clients (farmers) *(3 marks)*
- ii. Explain the meaning of "rate of adoption" *(4 ½ marks)*
- iii. Discuss your understanding of "speed of adoption" as far as this course is concerned *(4 marks)*
- iv. Expatriate on 4 major elements involved in the diffusion process *(6 marks)*
- v. Discuss five (5) stages of the innovation-decision process *(7 ½ marks)*

Question 2:

- i. What is Distance Learning *(3 marks)*
- ii. Outline 2 main objectives of operating Distance Learning *(3 marks)*
- iii. Identify 4 distinct approaches of identifying opinion leaders in our social system *(4 marks)*
- iv. A good opinion leader is identified by some characteristics. Mention 5 of them *(5 marks)*

Question 3:

- i. Explain what is stages of Adoption of an Innovation *(2 ½ marks)*
- ii. Explain the stages of adoption of an Innovation *(5 marks)*
- iii. Advance 3 ways/methods a technology/innovation can be communicated to a farmer *(6 marks)*

Question 4:

Describe who the following categories of Adopters and ensure you state the percentage they constitute in each of the categories:

- i. The Innovators *(4 marks)*
- ii. The Early Adopters *(3 ½ marks)*
- iii. The Late Adopters *(3 ½ marks)*
- iv. The Laggards *(4 marks)*

Question 5:

- i. Carefully analyze the "self-designating" method of acquiring the status of Opinion Leadership in a given society *(5 marks)*
- ii. What is implied by the saying "Rate of adoption is a relative concept"? *(4 marks)*
- iii. The rate at which innovation is adopted is influenced or characterized by several actors. List and discuss 4 of the influencing factors *(6 marks)*