

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore – 641043**

**Master's Degree Examination November 2018
III Semester**

**Class: II PG
Major: Extension and Communication**

**Max Marks 60
Time: 3 Hours**

17MEXC16 – e-Extension

Part – A

10 x ½ = 5

Choose the correct answer

1. The term ICT is used in the field of academic research since
a. 1990 b. 1980 c. 1970 d. 2000
2. _____ is a tool that provides large amount of information in various formats
a. Constructive b. Situating c. Informative d. Communicative
3. _____ is a mobile phone operating system
a. Android b. Symbian c. ios d. All the above
4. The Indian Government launched Kisan Call Centre's in the year
a. 2004 b. 2005 c. 2014 d. 2003
5. _____ focus on the enhancement of agriculture and rural development
a. E-Seva b. e-Agriculture c. e-Cultivation d. digital green
6. _____ is a computer terminal that provides information and used for communication, Commerce, Education etc,
a. Interactive Kiosk b. A Tablet c. A Desktop d. A Smartphone
7. A project that is developed to provide farmers with the latest information about farming and to provide training is _____
a. Touch Screen Kiosk b. e-Extension centre c. Village Knowledge Centre d. All the above
8. _____ will not only help farmers to augment their income but also improve the overall capacity of the state
a. DACNET b. e-Krishi c. IFFCO d. AGRISNET
9. _____ has been proved to be a successful method of training and education
a. Compturised learning b. E-Learning c. Interactive learning d. Communicative learning
10. _____ is a method of exchanging information between two people through an electronic medium
a. Networking b. e-mail c. e-learning d. e-AGRIK

(5x4 = 20)

Part B

Answer the following.

Answer should not exceed 200 words or 1 page

11. a. Give the meaning and definition of ICT
(Or)
b. Explain the concept of Extension Education
12. a. List the need and importance of Farmer Call Centre
(Or)
b. Write short note on SMS broadcast service
13. a. Mention the significance of e-Extension
(Or)
b. Give Brief note on e-Agrik
14. a. What is VKC – Brief
(Or)
b. Write short note on ASHA
15. a. Define e-Learning and brief its significance
(Or)
b. Write short note on e-mail

(5x7 = 35)

Part C

Answer the following.

Answer should not exceed 600 words or 3 pages

16. a. Write in detail on the significance of ICT in extension education
(Or)
b. Explain GIS and Precision farming methods
17. a. List and explain the initiatives taken by NGO's and Companies with regard to ICT
(Or)
b. Enumerate on the various services provided by the government to the farmers
18. a. Write in detail on e-Agrik and KISSAN
(Or)
b. Explain Virtual Academy for Semi-Arid Tropics
19. a. detail on the portal e-NAG
(Or)
b. Explain IFFCO agri portal
20. a. write detailed note on the use of multimedia in the field of farming
(Or)
b. What is e- Content development ? - Explain