

No. of Printed Pages : 2

MAM-070

**MASTER OF BUSINESS
ADMINISTRATION
(AGRI-BUSINESS MANAGEMENT)
(MBAABM)**

Term-End Examination

June, 2026

**MAM-070 : AGRICULTURAL EXTENSION
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any ***five*** questions. All questions carry equal weightage.

1. (a) Explain the need and importance of Agricultural Extension in rural development.
- (b) Differentiate between Formal Education and Extension Education.

2. Define learning process. Explain the steps involved in the teaching-learning process in Extension Education.
3. Expand ATMA and discuss its role, salient features and functions of ATMA.
4. Explain about planning. Describe the steps involved in the planning process.
5. (a) Define Communication. Differentiate between mass media and interpersonal communication.

(b) Describe the types of organisational communication.
6. What is SWOT analysis ? Explain the process of SWOT analysis and differentiate it from TOWS matrix.
7. Explain the major organizational stressors and express the strategies for managing stress in organizations.
8. Briefly discuss on Small Farmers Agribusiness Consortium (SFAC) and Kisan Call Centres (KCC).

x x x x x