

**B.V.Sc. & A.H. (Third Professional) Examination – 2023**  
**Veterinary and Animal Husbandry Extension Education Paper-I**  
**(MSVE 2016)**

**Time: Three Hours**

**Maximum Marks: 100**

**Weightage: 20**

Unit-1 (Livestock Based Livelihoods and Their Evolution)

Unit-2 (Extension Education and Development)

Unit-3 (Rural Sociology in Veterinary Extension)

Unit-4 (Transfer of Technology for Livestock Development)

Unit-5 (Communication and Extension Teaching Methods)

**Instructions:**

- 1) Attempt all questions
- 2) Answer of all questions is to be written in the space provided along with the question in question-booklet.
- 3) Overwriting is not allowed in the objective type question.

**Q.1 Fill in the blanks.**

**(20x 0.5 = 10)**

- 1.1 ..... are animals which have not been genetically altered by artificial selection process for the humans use.
- 1.2 ..... is the system of farming in which individual livestock farmers are the owners, managers and organisers of their livestock farms.
- 1.3 ..... are farms owned by rich individuals or group of individuals or shareholders
- 1.4 In..... societies people are very close to nature & livelihoods are closely interwoven with nature.
- 1.5 In ..... farming contractor supplies chicks, feed, vaccines and extension advisory services to the farmers on various aspects of farm management while farmer provides land, shed, labour, electricity and water.
- 1.6 ..... is intermediate tier of body in three tier system of panchayati raj.
- 1.7 ..... is the full form of eNAM a digital extension initiative launched in 2016 launched by Government of India.
- 1.8 ..... means Voorlichting in Dutch language.
- 1.9 ..... is the first step of extension educational process.
- 1.10 ..... is the first step of teaching learning process by Wilson and Gallup(1955).
- 1.11 ..... needs by Maslow include need for self-respect, achievement and respect from others



Please write

- 1.12 In .....(year) community development programme was started in India
- 1.13 ..... are socially acceptable ways of behaviour such as saying hello, shaking hands, manners.
- 1.14 .....is the most multifunctional basis social institution in a society.
- 1.15 .....is the process by which an innovation is communicated through certain channels over time among the members of a social system.
- 1.16 .....type of evaluation is usually carried when the programme is going on (midway) to assess the way the programme is being implemented and to know the lacunae if any.
- 1.17 .....programme initiated in 1952 was aimed to set up one AI centre for 10,000 breedable cows and buffaloes.
- 1.18 .....is the process of sending and receiving messages through channels which establishes common meanings between a source and a receiver.
- 1.19 .....is the group teaching method used to demonstrate the superiority of a new practise over the old or existing practice to the livestock owners.
- 1.20 ..... is a term used to describe the informal organisational communication system

**Q.2 Choose the most suitable answer and write the number of the correct answer 1 or 2 or 3 or 4 in the space given against each sub question: (20x 0.5 = 10)**

- 2.1 Traditional Festival in parts of Tamil Naidu associated with holding and stopping the Bull as part of Pongal celebrations is ( )
  - 1. Kambala
  - 2. Jallikattu
  - 3. Konwa Jagano
  - 4. Poush Sankranti
- 2.2 Total Milk Production of India as on 2021-22 Stands at ( )
  - 1. 187.7 million tonnes
  - 2. 281.1 million tonnes
  - 3. 312.10 million tonnes
  - 4. 221 million tonnes
- 2.3 Horse has been domesticated in ( )
  - 1. India
  - 2. China
  - 3. Eastern Europe/Western Africa
  - 4. Middle East/Western Europe



Please write your Roll Number above this line

- 2.4 Operation flood phase I was started in the year ( )  
1. 1970  
2. 1975  
3. 1980  
4. 1985
- 2.5 Lab to Land programme was started in the year ( )  
1. 1960  
2. 1979  
3. 1991  
4. 1952
- 2.6 As per Horton philosophy of Extension Education .....is supreme in democracy ( )  
1. Panchayat  
2. Family  
3. Home  
4. Individual
- 2.7 Result demonstration, calf rallies are extension methods based on ( )  
1. Principle of "seeing is believing"  
2. Principle of "learning by doing"  
3. Principle of "leadership"  
4. Principle of satisfaction
- 2.8 What an individual thinks will come under ( )  
1. Knowledge  
2. Attitude  
3. Skill  
4. Action
- 2.9 Group approach in extension encourages formation of ( )  
1. Primary Group  
2. SHGs  
3. ATICs  
4. KVKs
- 2.10 Rural development scheme for self-employment and skill development is ( )  
1. PMGSY  
2. NRLM  
3. Operation Flood  
4. Pink Revolution
- 2.11 Organization of people with a common purpose and having formal structure is ( )  
1. Society  
2. Community  
3. Association  
4. Group
- 2.12 Density of human population may be lowest in ( )  
1. Tribal society  
2. Rural society  
3. Urban society  
4. All of these



- 2.13 Things that one ought not to do are considered as ( )  
1. Mores  
2. Taboos  
3. Folkways  
4. Laws
- 2.14 An example of NGO is ( )  
1. AMUL  
2. NDDDB  
3. NDRI  
4. BAIF
- 2.15 Family is an example of ( )  
1. Primary Group  
2. Secondary Group  
3. Formal Group  
4. Delegate group
- 2.16 The other name of key communicators is ( )  
1. Democratic leader  
2. Recreational leader  
3. Opinion leader  
4. None of these
- 2.17 Degree to which innovation may be experimented on a small scale ( )  
1. Relative advantage  
2. Compatibility  
3. Complexity  
4. None of these
- 2.18 The last stage of programme planning is ( )  
1. Evaluation  
2. Plan of work  
3. Collection of Facts  
4. None of these
- 2.19 Venn diagram is technique of ( )  
1. ATIC  
2. ATMA  
3. PRA  
4. None of these
- 2.20 Rochdale is located at ( )  
1. Gujarat  
2. Spain  
3. England  
4. US

**Q.3 Attempt any ten out of the following twelve questions. Answer of each question should be in 2 to 3 lines. (10x2.0= 20)**

3.1 Status of Animal Husbandry in Vedic Age

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Please write your Roll Number above this line

3.2 Ranching

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3.3 Socio-Religious function of animals

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3.4 Homophily

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3.5 Social stratification

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3.6 Krishi Vigyan Kendra (KVK)

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3.7 Agricultural Technology Information Centre (ATIC)

3.8 National Agricultural Innovation Project (NAIP)

3.9 Communication fidelity

3.10 AIDCAS

3.11 Rochdale principles of cooperation



3.12 Objectives of cooperative

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**Q.4 Attempt any six out of the following eight questions. Answer of each question should be in 8 to 10 lines. (6 x 6 = 36)**

4.1 Differentiate between specialised Farming versus diversified farming

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4.2 Differentiate between Extensive Farming versus Intensive farming.

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4.3 Cone of Experience.

4.4 Need :Concept and Classification.



4.5 Panchayati Raj

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4.6 Differentiate Society Versus Community.

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4.7 Means of Social Control.

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4.8 Key Communicators.

**Q.5 Answer the following question in 1-2 pages.**

(2x12 = 24)

- 5.1 Extension Teaching Methods: Definition, types, selection and use ? (2+7+3)
- 5.2 Social control: concept and means of social control, Social stratification: definition, forms and characteristics and Social institutions in rural society (5+2+5)
- 5.3 Discuss various cattle and buffalo improvement programmes such as Key Village Scheme, Intensive Cattle Development Project, Gosadan and Gaushala, Amul pattern of dairy cooperative system and Operation Flood (2+2+2+2+4)