

**UNIVERSITY OF FORT HARE**

**COMMUNICATION, MANAGEMENT  
AND LEADERSHIP**

**AGX 502**

**DEGREE EXAMINATIONS**

**NOVEMBER**

**2016**

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**Time : 3 HOURS**

**Course Code : AGX 502**

**Marks : 100**

**This paper consists of 3 pages including the cover page**

**Internal Examiners**

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**INSTRUCTIONS**

**ANSWER ALL QUESTIONS**

**IT IS IN YOUR BEST INTEREST TO WRITE CLEARLY AND LEGIBLY.**

### **QUESTION ONE (25)**

- a) Discuss the main challenges faced by rural communities in South Africa and review the role that agricultural extension can play in reducing such challenges (20)
- b) Communication is more than an art. Briefly explain this statement (3)
- c) Name and explain four different types of power (2)

### **QUESTION TWO (25)**

- a) Information on the rural situation of a specific area is very important to ensure successful implementation of an extension programme. Discuss the type of information on the rural situation to be collected that is required for proper implementation of an extension program (5)
- b) Explain the term leadership and elaborate with the use of examples the role of effectiveness of leadership in an extension environment (15)
- c) Explain three levels of expertise that managers and leaders need to be effective and have impact on the behaviour of other people (5)

### **QUESTION THREE (25)**

- a) Discuss any approach that you as an agricultural advisor would use to ensure success of agricultural development programmes. In your approach indicate the communication strategy that you would use to ensure effective delivery of information to farmers the importance of communication as pillar of agricultural extension

**QUESTION FOUR (25)**

- a) Effective management requires four functions. Discuss these functions and for each function highlight the aspect of communication strategy (10)
- b) Discuss the role that conflict and conflict resolution skills play in the success or failure of agricultural development programme (15)

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