

MAM-070

**Master of Business Administration (Agribusiness Management)
(MBAABM)**

**ASSIGNMENT
for
January 2026 and July 2026 Session**

MAM-070: AGRICULTURAL EXTENSION MANAGEMENT



**School of Agriculture
INDIRAGANDHINATIONAL OPEN UNIVERSITY MAIDAN
GARHI, NEW DELHI – 110 068**

ASSIGNMENT

CourseCode	: MAM-070
Course Title	: Agricultural Extension Management
Assignment Code	: MAM-070/2026
Coverage	: All Blocks

Note:

- Attempt any **FIVE** questions and submit this assignment to the Coordinator of your study centre. Each answer may contain approx. 500 words.
 - Evaluation of the assignment follows the letter grading system. Grade A, B, C, D, or E will be awarded in order of performance of learners based on highest (A grade) to lowest (E grade). For details, go through the MBAABM programme guide.
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- 1) Discuss the functions, objectives, principles, and philosophy of Extension Education. Explain the Extension Educational Process in detail.
 - 2) Explain the major challenges in agriculture that demand effective extension management. Describe the need and importance of extension management in the present scenario.
 - 3) Describe the Training and Visit (T&V) System. Explain the salient features of the Agricultural Technology Management Agency (ATMA). How are the strengths of the T&V system integrated into ATMA?
 - 4) Explain the major management theories relevant to extension organisations. Discuss the contributions of Frederick Taylor, Henri Fayol, and McGregor's Theory X and Theory Y.
 - 5) Explain the Systems and Contingency Approach to management. Discuss Chester Barnard's Social Systems Theory and its relevance to extension management.
 - 6) Discuss the functions of extension management, highlighting the role of planning, organising, staffing, coordination, leadership, communication, and control in extension programmes.
 - 7) Explain the importance of performance appraisal in extension organisations. Discuss the steps involved in development-oriented performance appraisal, including KPAs, goal setting, self-appraisal and counselling.