



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, NNAMDI AZIKIWE EXPRESS WAY,**  
**PLOT 91, CADASTRAL ZONE, JABI ABUJA**  
**FACULTY OF AGRICULTURAL SCIENCES**  
**DEPT. OF AGRICULTURAL ECONOMICS AND EXTENSION.**

**2020\_2 EXAMINATION ...**

**COURSE CODE: AEM 304**

**CREDIT UNITS: 2**

**COURSE TITLE: COMMUNICATION AND AUDIO-VISUAL  
TECHNIQUES**

**Total Score: 70 Marks**

**INSTRUCTION: Answer question 1(25marks) and any other 3questions  
(15marks each)**

**Time Allowed: 2 hours**

**1 a)**

- i. State five (5) usefulness of mass media. (5marks)**
  - ii. Outline five (5) disadvantages of mass media (5marks)**
- b) Define training material in communication. (5 marks)**
- c) i) Explain five (5) principles of effective communication.(5marks)**
  - ii explain the attributes of Innovations. (5marks)**

2. Explain the differences between Interpersonal and Mass Communication Processes of the following:
  - a. Information Flow **(3marks)**
  - b. Channels of Communication **(3marks)**
  - c. Noise Control **(3marks)**
  - d. Audience Size and Spread **(3marks)**
  - e. Categorization/Choice of Audience **(3marks)**
  
3. a) Outline the nature and characteristics of Farmers. (10 marks)  
b) As an extension agent, highlight how farmers learn.(5 marks)
  
- 4 Discuss the following:
  - a) The chalk board (6 marks)
  - b) How to use chalk board (2 marks)
  - c) Useful Techniques (2 marks)
  - d) Models (2 marks)
  - e) Displays. (3 marks)
  
- 5 A) List and explain four (4) folk indigenous channels. (10marks)  
b) List two (2) message design logic: (5 marks)
  
- 6 a) Highlight the four (4) types of flipchart. (4 marks)  
b) State the advantages and disadvantages of flip chart.( 6 marks)  
c) What is a cloth board? ( 5 marks)

d)