



**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.**  
**POP EXAMINATION QUESTION, 2021** 45678

**COURSE CODE: AEM 304**

**CREDIT UNITS: 2**

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

**Total Score: 70 Marks**

**Time Allowed: 2 hours**

**INSTRUCTION: Answer any 3 questions.**

1. a. Explain the following as a source of noise barriers to effective communication. (10 marks)
  - i. Sender
  - ii. Message Content
  - iii. Channel (Medium)
  - iv. The Receiver

b) Mention five (5) principles of effective communication.(5marks)

c) (i) Outline the attributes of Innovations. **(8marks)**
2. a) What are the advantages of Mass Media as a channel of communication? (10 mks)
  - b. i) Define communication (4marks)
  - ii) List the three (3) types of communication (3marks)
  - c) State four (3) disadvantages of upward communication.(6marks)
3. a). What is indigenous channel of communication? (5 marks)
  - b). List and explain four (4) folk indigenous channels. (10marks)
  - c) i) List two (2) message design logic: (3 marks)
  - ii). Highlight four (4) functions of a communicator. (6 marks)
- 4 a). Explain the differences between Interpersonal and Mass Communication Processes of the following:
  - i. Information Flow **(3marks)**
  - ii. Channels of Communication **(3marks)**
  - iii. Noise Control **(3marks)**
  - iv. Audience Size and Spread **(3marks)**
  - v. Categorization/Choice of Audience **(3marks)**

b) State eight (8) attributes of a good communicator (9 marks)