



**NATIONAL OPEN UNIVERSITY OF NIGERIA ABUJA  
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 SESSION <sup>1244</sup>**

COURSE CODE: AEM 304

CREDIT UNITS: 2

COURSE TITLE: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES

Total Score: 70 Marks

INSTRUCTION: Answer any 3 questions.

Time Allowed: 2 hours

- 1 a) Outline the nature and characteristics of Farmers. (10 marks)
- b) As an extension agent, highlight how farmers learn.(10 marks)
- c) Mention four (4) principles of effective communication.(4marks)
  
- 2 a) Outline the attributes of Innovations. **(8marks)**
- b). Explain the differences between Interpersonal and Mass Communication Processes of the following: (15 marks)
  - 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)**

**(Total=23 marks)**
  
3. a). State eight (8) usefulness of mass media. (8marks)
- b). Discuss the following: (15marks)
  - 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)

4. a) Outline five (5) disadvantages of mass media (10marks)
  - b) Define training material in communication. (5 marks)
  - c) List and explain four (4) folk indigenous channels. (8marks)
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5. a) List two (2) message design logic: (4 marks)
  - b) Highlight the four (4) types of flipchart. (6 marks)
  - c) i) State the advantages and disadvantages of flip chart.(9 marks)
  - ii) What is a cloth board? (4 marks)