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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURAL SCIENCES**

**DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION**

**FIRST SEMESTER EXAMINATION 2019**

**COURSE CODE: AEM304**

**CREDIT UNITS: 3**

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

**Total Score: 70 Marks**

**INSTRUCTION: Answer question 1(30marks) and any other 4 questions (10marks each)**

**Time Allowed: 3 hours.**

1 (a) Define the followings:

(i) Communication

(ii) Downward communication

(iii) Upward communication

(iv) Horizontal communication (2½ mks each = 10 **marks)**

(b) (i) Outline four (4) principles of effective communication (6mks)

(ii) What are the disadvantages of upward communication? (4mks**)**

(c) Explain the followings as a source of noise barriers to effective communication:

i. Sender

ii. Message Content

iii. Channel (Medium)

iv. The Receiver (**2½ mks each = 10 marks)**

1. (a) What are the attributes of a good communicator? **(5marks)**

(b) What are the functions of the communicator? **(5marks)**

3 (a) Outline the attributes of Innovations. **(5marks)**

(b) What are the advantages of Mass Media as a channel of communication? **(5marks)**

1. (a) Enumerate the characteristics of farmers. **(5marks)**

(b) Outline how farmers learn. **(5marks)**

1. (a) What are the different forms of feedback in communication? **(5marks)**

(b) Enumerate the role of feedback in agricultural extension communication efforts.

**(5marks)**

1. (a) What are the basic assumptions of the two-step flow model?**(5marks)**

(b) Mention the two major disadvantages of the model.**(5marks)**

1. (a) Define the following concepts/terms:
2. Dialogical communication
3. Probing
4. Non-verbal communication:
5. Perception differences **(6marks)**

(b) Explain the four types of Flip Charts. **(4marks)**