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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURAL SCIENCES**

**SECOND SEMESTER EXAMINATION, 2018**

**Programme: Agricultural Extension and Management**

**Course Title: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES**

**Course Code: AEM 304**

**Credit Unit: 2**

**Total Score: 70 Marks**

**Time Allowed: 2 Hours**

**INSTRUCTION:**

**Answer Question 1; Compulsory (25 marks) and any other 3 questions (15 marks each).**

1a. i. What do you understand by the term communication? (3marks)

 ii. Mention and explain the five difference types of indigenous channel of communication.

 (9marks)

 b. i. Explain the three types of dyadic communication with suitable examples each. (9marks)

 ii. Give two advantages and disadvantages of Upward Communication (4marks)

2 a. Feedback is immediate with \_\_\_\_\_\_\_\_\_ communication. (1mark)

 b. Distinguish between Interpersonal and Mass Communication Processes (14marks).

3a. Explain the mass media methods of communication with suitable examples. (7marks)

 b. State four advantages and disadvantages of Group methods of communication. (8marks)

4a. i. What are training materials? (2marks).

 ii. Mention the different ways in which Words can be emphasized (3marks)

 b. List and explain the five design approaches for training materials. (10marks).

5a. State five educational uses of Television (5marks).

 b. Briefly discuss on any five guidelines for preparing a video (10marks)

6a. Mention and explain any five points that will be helpful to a scriptwriter (10marks).

 b. In a tabular form state five distinguish features between Film and Television (5marks).