



NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja

Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension,

PoP Examination Questions, October/November, 2019

COURSE CODE: AEM 304

CREDIT UNITS: 2

COURSE TITLE: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES

TOTAL SCORE: 70 Marks

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

Time Allowed: 2 hours.

- 1 a) State five (5) principles of effective communication. **(5 marks)**
b) Briefly explain the following barriers to effective communication:
 - i) Sender (2 ½ mks)
 - ii) Message Content (2 ½ mks)
 - iii) Channel (Medium) (2 mks)
 - iv) The Receiver (3 mks) **(10 marks)**
- c) Expatriate five (5) attributes of a good communicator. **(10 marks)**
2. (a) Define any two (2) of the following:
 - (i) Communication
 - (ii) Downward communication
 - (iii) Upward communication
 - (iv) Horizontal communication **(4 marks)**
- b) State any four (4) disadvantages of upward communication. **(6marks)**
- c) Outline five (5) examples of mass media. **(5 marks)**
3. (a) State six (6) different forms of feedback in communication **(6marks)**
(b) Enumerate two (2) roles of feedback in agricultural extension communication efforts. **(4mks)**
(c) State five (5) advantages of Mass media. **(5 marks)**
4. (a) Expatriate state six (6) characteristics of farmers. **(9marks)**
(b) Discuss four (4) ways on how farmers learn.**(6marks)**
5. (a) Two-step flow model has basic assumptions, State six (6) of the assumptions. **(12marks)**
(b) State the two major disadvantages of the model **(3marks)**
6. a) Explain the following with respect to designing effective extension messages.
 - i) Gaining and maintaining attention (6 marks)
 - ii) Novelty (3marks)
- b) State four attributes of innovations in extension communication. (6marks)