



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.

2020_2 EXAMINATION

COURSE CODE: AEM 304

CREDIT UNITS: 2

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

Total Score: 70 Marks

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

Time Allowed: 2 hours

1 a)

- i. State five (5) usefulness of mass media. (5marks)**
- ii. Outline five (5) disadvantages of mass media (5marks)**
- b) Define training material in communication. (5 marks)**
- c) i) Explain five (5) principles of effective communication.(5marks)**
- ii explain the attributes of Innovations. (5marks)**

2. Explain the differences between Interpersonal and Mass Communication Processes of the following:
 - 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)**
3.
 - a) Outline the nature and characteristics of Farmers. (10 marks)
 - b) As an extension agent, highlight how farmers learn.(5 marks)
- 4 Discuss the following:
 - 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)
- 5 A) List and explain four (4) folk indigenous channels. (10marks)
 - b) List two (2) message design logic: (5 marks)
- 6 .
 - a) Highlight the four (4) types of flipchart. (4 marks)
 - b) State the advantages and disadvantages of flip chart.(6 marks)
 - c) What is a cloth board? (5 marks)

d)