



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences
Dept. of Agricultural Economics and Extension
2020_2 Examination

Course Title: Extension Methods and Communication

Course Code: AEM719

Credit Unit: 2 Units

Total Score: 70 Marks

Time Allowed: 2 Hrs

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

QUESTION ONE

- a. Itemise four major functions of the communication unit in an Extension Organization? (2mks)
- b. As an Extensionist / Extension Agent, explain using five (5) instances what non-formal education or extension education involves (5 mks)
- c. What is Extension Education? (5 mks)
- d. As an Extension teacher, expatiate on any four (4) barriers to effective communication that could bring about loss of message during a communication process. (6 mks)
- e. i. Discuss the concept 'Channel / Medium of Communication' (3 mks)
ii. Briefly explain any four (4) characteristics of messages that make them to be acceptable or not to the targeted persons (4 mks)

QUESTION TWO

- a. Explain two (2) major aims why Agricultural Extension is important to the farmer. (4 mks)
- b. In your own understanding, describe the rural radio as an effective communication tool and how it operates. (6 mks)
- c. Rural radio has taken the rural farmer to lime light through the roles it plays. Advance any five (5) of the roles known to you. (5 mks)

QUESTION THREE

- a. Communication services rendered by communication unit in the extension organization are of different folds. Mention three of the services that can be provided in this instance. (3 mks)
- b. The use of internet can be potentially useful for rural development in the following ways.

using four (4) instance describe the ways by which this can be achieved (6 mks)

c. Write short notes on the 'Diffusion Model of Innovation' (6 mks)

QUESTION FOUR

- a. The teaching methods used by the extension worker vary according to the farmers circumstances. In the light of this, discuss the different methods of teaching used to reach the farmers. (9 mks)
- b. Various factors affect the effectiveness of learning. Describe four (4) of the factors (6 mks)

QUESTION FIVE

- a. Mention the necessary four conditions that are needed for effective use of agricultural teaching methods. (2 mks)
- b. i. Describe the use of video as a communication tool. (2 mks)
ii. Explain four (4) roles / uses of the video as a communication tool to the Extension worker (6 mks)
- c. State two (2) advantages and three (3) disadvantages of using television as a means of communicating agricultural information to farmers (5 mks)

QUESTION SIX

- a. Differentiate between Extension Teaching methods and Extension Education (4 mks).
- b. Briefly explain four (4) factors that could be held responsible for poor listening skills / habits during communication with farmers by Extension Agent. (6 mks)
- c. Who is a model farmer and what is his/her purpose to the Extension Worker? (5 mks)