



**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)

2. (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)

4 (a) Enumerate the characteristics of farmers. (5marks)

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

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

(b) Enumerate the role of feedback in agricultural extension communication efforts.  
(5marks)

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

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

7 (a) Define the following concepts/terms:

i. Dialogical communication

ii. Probing

iii. Non-verbal communication:

iv. Perception differences

**(6marks)**

(b) Explain the four types of Flip Charts.

**(4marks)**