



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
SECOND SEMESTER EXAMINATION
JANUARY/FEBRUARY, 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 Compulsory question 1 (25 marks) and any 3 questions (15 marks each).

1. a) What is communication?
 - a) Differentiate between the different types of dyadic communication using clear examples
 - b) Outline and explain the Principles of Effective Communication and
 - c) mention any four barriers to effective communication
2. a) Logically describe the process involved in communication and
 - b) examine any five attributes of a good communicator
3. a) Describe the basic Assumptions of the Two-Step Flow Model and
 - b) state its implications
4. a) Account for the Roles of Visual Aids in Training and
 - a) Specify seven functions of media communication in rural development
5. a) Describe five major Factors involved in Selecting Visual Aids and
 - a) mention any five **essential qualities of good illustrations**
6. **Account for the** Reasons for Editing a Training Manuscript and itemize the guidelines for effective writing
7. What are the habits that prevent listening well? With concrete examples state the type of questions usually asked to describe the various probing techniques