



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF AGRICULTURAL SCIENCES
SEPTEMBER/OCTOBER 2015 EXAMINATION**

Course Code: AEM 304

Course Title: Communication and Audio-Visual Techniques

Time Allowed: 2 Hours

Instruction: Answer any four (4) Questions, All Questions carry equal Marks

Q1. Communication is the sharing of meanings, understanding and ideas. Explain your understanding of this phrase by identifying the three types of communications and discussing in detail any two. **(25 Marks)**

Q2. Explain briefly the roles of a) Sender, b) Message content, c) channel/medium and d) Receiver in achieving effective communication with farmers. Mention the three constraints faced by the sender **(25 Marks)**

Q3. a) List out the five indigenous communication channels to farmers and b) Explain any four of them **(25 Marks)**

Q4. a) Explain the nature of factors that enhance farmer reception of Extension messages according to Agbarevo and Obinne (2010). b) Describe the way the farmer learns as an adult. **(25 Marks)**

Q5. b) Briefly explain how ICT can be used as an effective linkage system in agricultural extension. a) List the benefits of using ICTs for agricultural Extension **(25 Marks)**

Q6. Farmers tend to utilize technologies based on their perception of innovations. Explain your understanding of this statement based on the good attributes of innovation being transferred to them. **(25 Marks)**