



NATIONAL OPEN UNIVERSITY OF NIGERIA

**University Village, Nnamdi Azikwe Express Way, Plot 91,
Cadastral Zone, Jabi,
Jabi, Abuja**

Faculty of Agricultural Sciences

FIRST SEMESTER EXAMINATION: June/July

Programme: Agricultural Extension and Management

Course Code: AEM 719

Course Title: Extension Methods And Communication

Credit

Unit: 2

Instruction: Answer Four Questions Only

Time

Allowed: 2 Hours

1.
 - (a) With the aid of a schematic diagram, explain the components of a teaching-learning process interaction (10 marks)
 - (b) Clearly explain the positions of the following communication models (15 marks)
 - i. Transactional model
 - ii. Cyclical model
 - iii. Social Interaction model
2. Concisely describe the relevance of the following elements in communication process (25 marks)
 - (a) Source/Sender
 - (b) Message
 - (c) Channel/Medium
 - (d) Receiver
 - (e) Effect and feedback
3.
 - (a) Describe intelligence in extension education (4 marks)
 - (b) List the three broad categories of intelligence (3 marks)
 - (c) Briefly explain the most essential type of intelligence to be displayed by extension agents (4 marks)
 - (d) Describe non-formal education in extension communication (6 marks)
 - (e) Summarily explain the four necessary conditions for effective use of extension teaching methods (8 marks)
4.
 - (a) What is the importance of perception in agricultural extension (5 marks)
 - (b) Briefly explain the term 'motivation to learn' in agricultural extension (5 marks)
 - (c) Shortly describe the 'model farmer' method in agricultural extension (5 marks)

- (d) Highlight five roles of the use of video in extension communication (5 marks)
 - (e) State five functions of rural radio in extension communication (5 marks)
- 5.
- (a) Define the term communication in extension (4 marks)
 - (b) State three areas where communication is applicable in agricultural extension (6 marks)
 - (c) Highlight five ways communication can be viewed (5 marks)
 - (d) List five pathways of communication process to behavioural change (5 marks)
 - (e) Briefly explain communication staff training for communication extension personnel (5 marks)
- 6.
- (a) Write short note on: (12 marks)
 - i. Magic Bullet Theory
 - ii. Uses and Gratification Theory
 - (b) Briefly explain staffing for communication support (5 marks)
 - (c) List the important steps in conference procedure (8 marks)