



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**MARCH/APRIL 2016 EXAMINATION**  
**SCHOOL OF AGRICULTURAL SCIENCES**

**COURSE CODE:** AEM719  
**COURSE TITLE:** EXTENSION METHODS AND COMMUNICATION  
**Time Allowed:** 2 hours  
**Instruction:** Answer any four (4) questions

1. a) Explain the concept of agricultural extension education.  
b) State the different types of group methods.  
c) List in ten (10) sequential order the steps to effective method of demonstration planning.  
d) Enumerate the advantages of Television Method.
2. a) Explain the mass media theory.  
b) Briefly explain the magic bullet theory.  
c) Describe the two step flow theory.  
d) Discuss the use and gratification theory.
3. a) Conceptualize teaching and learning in extension.  
b) State the characteristics of learning and teaching in extension.  
c) List five ways of achieving transfer of learning.  
d) Discuss the factors affecting learning.
4. a) Define the term motivation.  
b) Enumerate the general principles of perception in extension.  
c) Explain non-formal education in extension.  
d) State Adebayo and Adedoyin (2003), Bittner (1989) views on communication.
5. a) List the process skills that are needed to facilitate a more people centered approach to communication.  
b) State five major elements for which extension teaching should provide learning situations  
c) List four elements of communication processes.  
d) Explain the feedback mechanism in communication process.
6. a) Explain linear or mathematical model  
b) Describe the problem solver model

- c) Differentiate social interaction model from diffusion model
- d) Explain induced innovation model relevance to communication.