



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND,
LAGOS
SCHOOL OF SCIENCE AND TECHNOLOGY
JANUARY/FEBRUARY 2013 EXAMINATION**

**TITLE: COMMUNICATION AND AUDIO-VISUAL
TECHNIQUES (AEM 304)**

STATUS: 2 UNITS

TIME ALLOWED: 2HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. (a). What is communication?
(b). Discuss four barriers to effective communication.
(c). Using a schematic diagram, discuss the elements of communication.
2. (a). Describe briefly, the roles of feedback in communication
(b). What are the implications of 2-way model of communication?
3. (a). What principles govern effective communication?
(b). What are the advantages and disadvantages of upward communication?
(c). List five folk indigenous channels of communication.
4. (a). Discuss the attributes that you consider would be good in a communicator.
(b). Describe how you would effectively deliver an agricultural research innovation to farmers.
(c). What factor prevents a message from getting through successfully to an intended audience and how does it do it?
5. (a). Discuss the following media types and their effectiveness in training.
 - (i). Chalkboard
 - (ii). Cloth board
 - (iii). Computers

(iv). Displays

(v). Posters

(b). How is Information Communication Technology (ICT) useful in rural areas and what impact does it have?

6. Discuss participatory video techniques and the advantages in communication.

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