



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Nnamdi Azikwe Express Way, Jabi, Abuja
Faculty of Agricultural Sciences
October/November 2016

Department: Agricultural Economics and Extension

Course Code: AEM304

Course Title: Communication and Audio-Visual Techniques

Credit Unit: 2

Total Score: 100 Marks

Time Allowed: 2 Hours

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

Q1. Mention the constraints to effective communication to farmers you know and explain your role as extension agent in communicating with your clients. **(25 Marks)**

Q2. List out the three different designs of agricultural messages you know and explain your understanding of message treatment in sending agricultural information to farmers. **(25 Marks)**

Q3. State the nature and characteristics of the farmer as the receiver of agricultural extension messages and describe the way the farmer learns as an adult. **(25 Marks)**

Q4. List the benefits of using ICTs for agricultural extension and briefly explain your understanding of using Web-Based Portal to Optimize the Linkage System in agricultural extension. **(25 Marks)**

Q5. Farmers tend to utilize technologies based on their perception of innovations. Explain your understanding of this statement by describing any four of the attributes of innovation being transferred to farmers. **(25 Marks)**

Q6. List the three types of dyadic communication models identified by Obinne and Okwu (1999) and describe fully your understanding of any two. **(25 Marks)**