



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

Course Code: AEM304
Course Title: Communication and Audio-Visual
Techniques
Credit Unit: 2
Time Allowed: 2 Hours
Instruction: Answer any four (4) Questions, All Questions
carry equal Marks

Q1. a) State the nature and characteristics of the farmer as the receiver of Agricultural Extension messages, b) Describe the way the farmer learns as an adult.
(25 Marks)

Q2. a) What do you understand by the term “Cyber Extension”?
b) List the benefits of using ICTs for agricultural Extension
(25 Marks)

Q3. a) Explain your understanding of message treatment in sending Agricultural Information to farmers. b) List out and describe the three different designs of agricultural messages you know
(25 Marks)

Q4. a) Mention the basic elements of communication and describe your role as an extension agent in communicating with your clients. b) Mention the constraints to effective communication to farmers you know.
(25 Marks)

Q5. a) List out the five indigenous communication channels to farmers. b) Explain any four of them
(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)