



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF SCIENCE AND TECHNOLOGY
MAY/JUNE 2012 EXAMINATION

AEM 304 COMMUNICATION AND AUDIO-VISUAL TECHNIQUES ()
Time Allowed: 2hrs

Instruction: Answer any four questions

1. (a). What is communication?
(b). What are the advantages and disadvantages of upward communication?
(c). Using a schematic diagram, discuss the elements of communication
2. (a). What principles govern effective communication?
(b). Discuss four barriers to effective communication
(c). List five folk indigenous channels of communication
3. (a). Discuss the attributes that you consider would be good in a communicator
(b). What factor prevents a message from getting through successfully to an intended audience and how does it do it?
(c). As an extension officer, you need to present a new method of preserving grains to farmers in a village. Describe how you would effectively deliver your message to your target audience.
4. (a). Describe briefly, the roles of feedback in communication
(b). What are the implications of 2-way model of communication?
5. (a). What types of questions are usually asked in probing?
(b). Discuss perception in communication
(c). List training media that you could use to reach a farming community and discuss any 2.
6. (a). How is Information Communication Technology (ICT) useful in rural areas and what impact does it have?
(b). Select media types that could accommodate at least 50 trainees among those listed below and classify them in a table under the following sub-heads: cost of its use, equipment cost, ease of use, visual effectiveness and personnel to be trained.
 - (i). Chalkboard
 - (ii). Flip charts
 - (iii). Cloth board
 - (iv). Slides
 - (v). Models

- (vi). Audio
- (vii). Audio visual/electronic
- (viii). Computers
- (ix). Displays
- (x). Posters