



NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF AGRICULTURAL SCIENCES  
2023\_1 POP EXAMINATION

Programme: Agricultural Extension and Management  
Course Title: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES  
Course Code: ARD 304  
Credit Unit: 2  
Total Score: 70 Marks  
Time Allowed: 2 Hours

**INSTRUCTION:**

Answer question 1 compulsory; (25 marks) and any other 3 questions (15 marks each).

- 1a. Outline five uses of training materials in extension work? (5marks).
  - b. List and explain the five basic kinds of images that can be used for training (10marks).
  - c. State the four (4) basic assumptions of the Two-Step Flow Model (8marks)
  - d. What is dialogical communication? (2marks)
2. In a tabular form state the types of listening techniques and their purposes and possible responses (15marks)
- 3a. Define Internet. (2marks)
- b. Highlight five (5) usefulness of the Internet (10marks)
  - c. State any three (3) benefits of using ICT (3marks)
- 4a. It is necessary to ensure the development and selection of good illustrations for training. Explain six (6) essential qualities of good illustrations. (9marks)
- b. State at least six (6) reasons for editing a training manuscript (6marks).
- 5a. Explain what you understand by the term Cloth Board. (5marks)
- b. Mention the different types of Flip Charts you know. (4marks)
  - c. Highlight any six (6) out of the nine attributes that characterised the modes of thought and expression of illiterate farmers. (6marks)
6. Elaborate extensively on the Group Channels of Communication under the following headings: i. the meaning, ii. Examples/types, iii. Advantages and disadvantages. (15marks).