



NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja
Dept. of Agricultural Economics and Extension, Faculty of Agricultural Sciences,

2024 1 EXAMINATION

Course Code: **ARD304**

Course Title: **Communication and audio-visual techniques**

Credit Unit: **2**

Total Score: **70 Marks**

Time Allowed: **2 hours.**

Instruction: **Answer question 1 (30 marks) and any other 2 questions (20 marks each).**

- 1a. What do you understand by "cyber extension"? (4 marks)
- 1b. Outline 6 principles of effective communication necessary in agricultural extension (6 marks)
- 1c. Briefly discuss the 3 communication channels/methods used in extension work (12 marks)
- 1d. Discuss any 4 attributes of innovations that could influence its adoption or rejection (8 marks)

- 2a. Outline any 4 factors that should be considered in selecting and developing visual aids in extension work (4 marks)
- 2b. State 4 assumptions of two-step flow communication theory (8 marks)
- 2c. Write short note on communication skills (8 marks)

- 3a. Mention 4 importance of using pictures in communication and training in extension work (4 marks)
- 3b. Briefly discuss at least 4 attributes of a good agricultural extension communicator (8 marks)
- 3c. Write short note on non-verbal communication (8 marks)

- 4a. What is communication? (4 marks)
- 4b. Describe any 4 visual media aids that could be used for communication and training in extension work (8 marks)
- 4c. Write short note on barriers to effective communication (8 marks)