



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, NNAMDI AZIKIWE EXPRESS WAY,
PLOT 91, CADASTRAL ZONE, JABI ABUJA
FACULTY OF AGRICULTURAL SCIENCES,
DEPT. OF AGRICULTURAL ECONOMICS AND EXTENSION.
POP EXAMINATION SEPTEMBER

COURSE CODE: AEM 304

CREDIT UNITS: 2

COURSE TITLE: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES

Total Score: 70 Marks

INSTRUCTION: Answer question 1(25marks) and any other 3 questions (15marks each)

Time Allowed: 2 hours

1. a. i) Define communication (3marks)
ii) list the three (3) types of communication(3marks)
iii) State four (4) disadvantages of upward communication.(4marks)
b) Mention five (5) principles of effective communication.(5marks)
c) (i) Outline the attributes of Innovations. **(5marks)**
(ii) What are the advantages of Mass Media as a channel of communication? **(5marks)**
2. a. Explain the following as a source of noise barriers to effective communication. (10 marks)
i. Sender
ii. Message Content
iii. Channel (Medium)
iv. The Receiver
b. What is indigenous channel of communication? (5 marks)
- 3 a. List and explain four (4) folk indigenous channels. (10marks)
b) List two (2) message design logic: (5 marks)
- 4 Explain the differences between Interpersonal and Mass Communication Processes of the following:
a. Information Flow **(3marks)**
b. Channels of Communication **(3marks)**
c. Noise Control **(3marks)**
d. Audience Size and Spread **(3marks)**
e. Categorization/Choice of Audience **(3marks)**
- 5 Communication starts from the sender to the receiver and back to the sender, Therefore list and explain the following process:
a. Thought
b. Encoding
c. Decoding
d. Content
e. Context **(3 marks each =15marks)**

6. a) State six(6) attributes of a good communicator (9 marks)

b) Highlight four (4) functions of a communicator.(6 marks)

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