



NATIONAL OPEN UNIVERSITY OF NIGERIA
Department of Agricultural Economics and Extension
FACULTY OF AGRICULTURAL SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ARD304

CREDIT UNITS: 2

COURSE TITLE: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES

Total Score: 70 Marks

INSTRUCTION: Answer question 1(30marks) and any other 2 questions (20 marks each)

Time Allowed: 2 hours.

QUESTIONS

1. a). i. What is the channel in elements of communication?
ii. Define communication channels.
iii. List five (5) types of communication channels.

b). list the advantages and disadvantages of different communication channels

c). i. State the nature and characteristics of the farmer/receiver
ii. How do farmers learn?
2. a). List the different forms of feedback in communication.
b). What is the role of feedback in communication?
c). Briefly explain the assumptions of the two-step flow communication theory.
3. a). Define the following concepts/terms:
i. Dialogical communication
ii. Probing
iii. Non-verbal communication:
iv. Perception differences
v. Mention the two major disadvantages of the Two-Way model.

b). i). Explain the four types of Flip Charts.
ii. What are the habits that prevent farmers from listening well?

c). Explain you understand by non-verbal communication.

4.
 - a). Outline the attributes of Innovations.
 - b). What is the meaning and purpose of training materials?
 - c). What do you understand by 'words' in graphics for training?