



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL EDUCATION AND EXTENSION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION

AEE 211: AGRICULTURAL COMMUNICATION TECHNOLOGY

DATE: 29/11/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer *ALL* questions from Section A and any other *TWO* from Section B

SECTION A: COMPULSORY: (30 MARKS)

QUESTION ONE (30 MARKS)

- a) Differentiate between a poster and a chart (2 marks)
- b) Explain the psychological meaning of the following as they apply to human communication
 - i. I hear I forget, (2 marks)
 - ii. I see I remember (2 marks)
 - iii. I do I understand (2 marks)
- c) Giving a relevant examples in each case explain the following barriers to effective communication
 - i. Psychological barriers (4 marks)
 - ii. Physical barriers (4 marks)
 - iii. Physiological barriers (4 marks)
- d) Giving two relevant in each case examples explain the THREE domains of effective learning (6 marks)
- e) Describe FOUR elements of a video documentary script (4 marks)

SECTION B: Answer any TWO Questions (40 Marks)

QUESTION TWO (20 MARKS)

- a) Explain six steps involved in systematic planning of using instructional media in teaching and learning (6 marks)
- b) Giving a relevant example in each case, describe Edgar Dale's cone of learning experiences (14 marks)

QUESTION THREE (20 MARKS)

The effectiveness of any graphic material is largely dependent on its production quality. Explain the production of high-quality graphics under the following subheadings

- a) Composition (5 marks)
- b) Illustrations (5 marks)
- c) Lettering (5 marks)
- d) Characteristics of good graphics (5 marks)

QUESTION FOUR (20 MARKS)

- a) Using FIVE relevant examples, explain why realia is considered the ideal teaching and learning material in agriculture (5 marks)
- b) Explain how the following materials can be preserved for use during teaching and learning processes
 - i. Weeds (5 marks)
 - ii. Fertilizers (5 marks)
 - iii. Body organs (5 marks)

QUESTION FIVE (20 MARKS)

Select a topic of your choice in agriculture and prepare a documentary script including all the elements of a video script