



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF EDUCATION

DEPARTMENT OF COMMUNICATION TECHNOLOGY

SECOND SEMESTER EXAMINATION FOR DIPLOMA IN EDUCATION
ARTS & SCIENCE

ECT 0201: INSTRUCTIONAL TECHNOLOGY

Date:

Time:

INSTRUCTIONS

Question ONE- compulsory

1. a) Define the following terminologies and give appropriate examples (10 marks)
 - i. Educational media
 - ii. Audio media
 - iii. Visual media
 - iv. Audio visual media
 - v. Print media
- b) Name the three stages involved in a broadcasting lesson. For each stage, highlight three roles played by the teacher (10 marks)
- c) Using relevant examples highlight five factors which cause communication breakdown and suggest ways to improve them (10 marks)

Answer TWO Questions Only

2. a) Describe five ways in which a teacher can use the chalk board to enhance effective teaching. (10 marks)
- b) Discuss five limitations of using a radio as an educational media (10 marks)

3.
 - a) Discuss the stages involved in the communication process according to Wilbur Schraam model (1954) (10 marks)
 - b) Elaborate on the word SMART as used in lesson objectives (10 marks)

4.
 - a) Discuss five community resources that the school may utilize for effective teaching and learning. (10 marks)
 - b) Explain the factors you would consider when selecting effective community resources for teaching and learning. (10 marks)

5.
 - a) The ASSURE model is a well-constructed procedural model to ensure effective use of media instruction. Describe how you would use this model to teach a topic of your choice in a form two class. (15 marks)
 - b) State five factors you would look for when selecting a text book for reference in your school. (5 marks)