



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF EDUCATION

DEPARTMENT OF EDUCATIONAL MANAGEMENT AND CURRICULUM STUDIES

APRIL SESSION EXAMINATION FOR DOCTOR OF PHILOSOPHY

EDUCATIONAL ADMINISTRATION/ EDUCATIONAL PSYCHOLOGY

ECT 900: ADVANCED DESIGN & PRODUCTION OF EDUCATIONAL MEDIA

DATE: 8/8/2019

TIME: 2.00-5.00 PM

INSTRUCTIONS:

Answer **QUESTION ONE** and any other **TWO QUESTIONS**

QUESTION ONE

- a) Define instructional design and give two reasons as to why it is important for teachers. (5 marks)
- b) Distinguish between an Instructional Designer and an Instructional Technologist? (5 marks)
- c) Discuss the critical components of an Instructional Design Model? (10 marks)

QUESTION TWO

Differentiate between **ADDIE** and **SAM Models** in terms of development of Instructional Design.

(15 marks)

QUESTION THREE

- a) Critically examine the operations of Shannon and Weaver's Models of Communication. (10 marks)
- b) What are barriers of Communication? (5 marks)

QUESTION FOUR

- a) Explain how you would conduct and produce an Educational Radio and Television programme for classroom use. (10 marks)
- b) What are the benefits of using video in the classroom? (5 marks)

QUESTION FIVE

- a) What is the role of Educational Media Designer on the use and applications of Instructional Technology? (5 marks)
- b) Explain why it is recommended that teachers use instructional media while teaching? (5 marks)
- c) What are the basic steps in instructional development process? (5 marks)