



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL EDUCATION AND EXTENSION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN AGRICULTURAL EDUCATION AND EXTENSION

AEE 0211: AGRICULTURAL COMMUNICATION TECHNOLOGY

DATE: 29/11/2019

TIME: 2.00-4.00 PM

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## **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 diorama and a model (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 one relevant example 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 one relevant example in each case explain the THREE domains of effective learning (6 marks)
- e) State 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)**

- a) The effectiveness of any graphic material is largely dependent on its production quality. Explain the production of high quality graphics under the following subheadings
- i. Composition (5 marks)
  - ii. Illustrations (5 marks)
  - iii. Lettering (5 marks)
  - iv. 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) Soils (5 marks)
  - ii) Animal feeds (5 marks)
  - iii) Body organs (5 marks)

**QUESTION FIVE (20 MARKS)**

Select a topic of your choice in agriculture and prepare a documentary storyline