



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL EDUCATION AND EXTENSION

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION

AEE 211: AGRICULTURAL COMMUNICATION AND TECHNOLOGY

DATE:

TIME:

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Describe FOUR elements considered when designing a teaching documentary script in agriculture (4 marks)
- b) The effectiveness of any graphic material is largely dependent on its production quality.
- c) Describe FOUR guidelines that should be considered in producing agricultural graphics under each the following subheadings:
 - i. Composition/Layout (2 marks)
 - ii. Lettering (2 marks)
 - iii. Illustrations (2 marks)
- d) Discuss the procedure used to preserve the following agricultural teaching/learning resources
 - i. Pests insects (3 marks)
 - ii. Feeds (3 marks)
 - iii. Seeds (2 marks)
 - iv. Crop specimen (3 marks)
 - v. Soil samples (2 marks)
- e) Differentiate between a poster and a chart as used in teaching agriculture (2 marks)

- f) Explain FIVE factors affecting the use and learning of visual literacy (5 marks)

QUESTION TWO (20 MARKS)

Communication does not occur in a vacuum in context or a situation and each situation comes with its unique barriers which affect the quality of communication in agriculture

- a) Differentiate between print and non print media (4 marks)
b) Compare and contrast the use of power point presentation and use of chalkboard (4 marks)
c) Explain the ASSURE model as used in planning of instructional media (12 marks)

QUESTION THREE (20 MARKS)

- a) Define the term Learning resource centre (2 marks)
b) Analyse the reasons why agriculture teachers in Kenya fail to use resources while teaching (8 marks)
c) Discuss Edgar Dale's cone of experience and relate it to teaching of agriculture in secondary schools (10 marks)

QUESTION FOUR (20 MARKS)

Giving relevant examples explain the THREE main barriers to effective communication (3 marks)

- a) Discuss four types of teachers reinforcements that can affect communication in the classroom (8 marks)
b) Describe SIX advantages/qualities of radio programmes (3 marks)
c) Draw a sketch of a rabbit and use the graph/ graphic method to enlarge the diagram (scale of 1:2) (6 marks)

QUESTION FIVE (20 MARKS)

Choose a topic of your choice in agriculture and prepare a teaching documentary video script that can be used to capture/shoot a video to be watched in 40 minutes (20 marks)