



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL EDUCATION AND EXTENSION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRICULTURAL EDUCATION AND EXTENSION)

AEE 211: AGRICULTURAL COMMUNICATION AND TECHNOLOGY

DATE: 13/8/2021

TIME: 8.30-10.30 AM

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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) Define the video editing as used in media production (2 marks)
- b) Describe lettering classification under Gothic and Romans (4 marks)
- c) Describe learner's knowledge retention capacities as a result of using various common senses. (5 marks)
- d) Explain the meaning of the ASSURE model as used in systematic planning of teaching and learning resources (5 marks)
- e) Describe how you would preserve the following for teaching resources
  - i. Inorganic Fertilizers (3 marks)
  - ii. Insects (3 marks)
  - iii. Weeds (3 marks)
- f) Explains six benefits of using power point presentations during teaching (3 marks)

### SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

#### QUESTION TWO (20 MARKS)

- a) Explain Five Do's and Five don'ts that make the use of the chalkboard effective (10 marks)
- b) Outline five general basic principles for utilizing visual media (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Describe the five elements of a video documentary script (10 marks)
- b) Draw a sketch of a rabbit on the graph paper provided. Using the grid method, enlarge the sketch in the ratio of 1:2 (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Giving two examples in each case, explain three categories of barriers to effective communication in a class (10 marks)
- b) Explain why a SMART board is considered superior to a white board (10 marks)

**QUESTION FIVE (20 MARKS)**

You have been asked to prepare a video documentary for a form two class on the topic “Nursery Management from Seed Establishment to Transplanting”. Design a video documentary script format that can be followed to organize the process of recording the documentary