



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
AGRICULTURAL EDUCATION AND EXTENSION 3rd YEAR, 2nd SEMESTER
2021/2022 ACADEMIC YEAR

SIAYA CAMPUS

COURSE CODE: AEE: 3322.

STREAM: BSc. AGED

COURSE TITLE: Communication Methods in Media and Agriculture

DATE:

SESSION:

TIME: 2 HOURS

Instructions:

Answer ALL questions in Section A and ANY other TWO questions in Section B.
Answers to Questions must be written in the Answer Booklets
Candidates must hand in their answer booklets to the invigilator while in the examination room.

SECTION A: [30 Marks]

Answer ALL questions in this section

1. Enumerate communication types based on expression. [6 Marks]
2. Briefly discuss any four factors that determine the selection of media for extension use. [8 Marks]
3. With relevant examples explain any three communication barriers that may impact on agricultural extension communication. [8 Marks]
4. Discuss the four basic functions of communication. [8 Marks]

SECTION B: [40 Marks]

Answer ONLY TWO questions in this section

5. Print and electronic media such as TV, radio and newspapers play a great role in driving change in the society and help extension agents to reach large number of farmers (clientele) simultaneously.
- a). Give at least four extension tasks for which mass media channels of communication are most suited. [6 Marks]
- b). Mention the basic classes of media giving an appropriate example of each class. [14 Marks]
6. Discuss the basic elements of extension communication system and briefly explain the role of feedback [20Marks]
7. As an Extension Officer you have been tasked to assist in the design and establishment of a learning resource Centre (L.R.C) in your Ward.
Discuss why you would need to follow the ASSURE model in establishing the learning resource Centre. [20 Marks]