



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN
AGRICULTURAL EXTENSION AND EDUCATION
THIRD YEAR SECOND SEMESTER 2016/2017 ACADEMIC YEAR
REGULAR

COURSE CODE: AEE 3322

COURSE TITLE: COMMUNICATION METHODS IN MEDIA AND AGRICULTURE

EXAM VENUE: STREAM: (BSc. Agricultural Ext. Edu.)

DATE: EXAM SESSION:

TIME: 2 HOURS

Instructions

- 1. Answer ALL questions in Section A (compulsory) and ANY TWO questions in Section B**
 - 2. Candidates are advised not to write on the question paper**
 - 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**
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SECTION A**[30 MARKS]****Answer ALL questions in this section**

1. a) Define the following concepts.
 - i. Communication [3 Marks]
 - ii. Media [3 Marks]
 - iii. Interpersonal channels [3 Marks]

- b) Name the three classes of media giving appropriate examples. [6 Marks]

- c) (i) Differentiate between mass communication and mass media. [6 Marks]
(ii) Outline the communication types based on expression. [3 Marks]

- d) (i) Discuss two advantages and two limitations of electronic media in communicating agricultural innovations. [6 Marks]

SECTION B [40 Marks]**Answer ANY TWO questions in this section**

2. 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 simultaneously.
 - i. Give at least six extension tasks for which mass media channels of communication are most suited. [6 Marks]
 - ii. Discuss the limitations of using print to convey extension messages in the rural areas. [8 Marks]
 - iii. Technical publications produced by extension service providers should present their information in a comprehensive form. What are the four factors that establish comprehensiveness? [6 Marks]

3. 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.
 - i. Explain why you would need to follow the ASSURE model in establishing the learning resource centre. [10 marks]
 - ii. Briefly discuss any two advantages of Learning Resource Centers. [6 Marks]

iii. Outline any four equipment and media that can be availed in a learning Resource Centre [4 Marks]

4 a) Explain briefly any two attributes of audience that you would consider in choosing Audio-visual Aids for extension work. [6 marks]

b) Draw the **basic** communication model including all the key elements in the model. [10 Marks]

c) Enumerate any four factors determining the selection/choice of media for extension use. [4 Marks]