



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**FOURTH YEAR FIRST SEMESTER UNIVERSITY EXAMINATION FOR  
THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL  
EXTENSION EDUCATION**

**2019/2020 ACADEMIC YEAR**

**REGULAR**

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**COURSE CODE: AEE 3322**

**COURSE TITLE: COMMUNICATION METHODS AND MEDIA IN AGRICULTURE**

**EXAM VENUE:**

**STREAM: BSc. (Agricultural Extension  
Education)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 hrs**

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**SECTION A**            **[30 MARKS]**

**Answer ALL questions from this section.**

**QUESTION 1:**

- a. Explain the following terms
  - a) Communication (2marks)
  - b) Mass Communication (2marks)
  - c) Interpersonal channels of communication (2marks)
- b. List five basic functions of communication in extension services (10 marks)
- c. As an extension agent outline five qualities of information provided to farmers (10 marks)
- d. List any four functions of extension agents (4 marks)

**SECTION B**            **[40 MARKS]**

**Answer any TWO questions from this section.**

**QUESTION 2:**

- a. Explain any five principles guiding evaluation of audio visual materials for passing information to farmers in extension work (10 marks)
- b. Explain five hindrances to the use of audio materials in extension services (10 marks)

**QUESTION 3:**

Radio is a powerful and effective medium of project information and knowledge to agriculture. Discuss (20 marks)

**QUESTION 4:**

- a) Outline any five approaches to extension work in agriculture (10 marks)
- b) State five constraints impacting on the effective use of approaches mentioned in 4a above (10 marks)