



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN  
AGRICULTURAL EDUCATION AND EXTENSION**

**THIRD YEAR SECOND SEMESTER 2017/2018 ACADEMIC YEAR**

**REGULAR**

---

**COURSE CODE: AEE 3322**

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

**EXAM VENUE: STREAM: BSc. Agricultural Education & Extension**

**DATE: EXAM SESSION:**

**TIME: 2.00 HOURS**

---

**Instructions:**

- 1. Answer ALL question in Section A (compulsory) and ANY other 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.**

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

### **Answer ALL the questions in this section**

1. Define the following concepts
  - i. Communication [3 Marks]
  - ii. Media [3 Marks]
2. Outline basic classes of media giving appropriate examples for each. [6 Marks]
3. Differentiate between interpersonal and mass communication. [3 Marks]
4. Explain any four determinants for the selection of media for extension use. [6 Marks]
5. Enumerate the communication types based on expression [3 Marks]
6. Information Communication Technologies provides an incredible opportunity to reach farmers with the technical info they require to increase yields/productivity. Briefly discuss. [6 Marks]

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

### **Answer any TWO Questions.**

7. a). Communication is a dynamic process of action and interaction towards a desired goal. Briefly explain any four elements of the communication process. [10 Marks]  
  
b). Identify any two communication barriers and illustrate how they interfere with the message reception. [10 Marks]
8. a). Explain briefly any four attributes of audience that you would consider in choosing Audio-visual Aids for extension work. [10 Marks]  
  
b). Briefly discuss the limitations of using print media to convey extension messages in the rural areas. [10 marks]
9. You are newly employed in the education office at the Siaya County and you have been tasked to assist in the design and establishment of the learning resource center (L.R.C) in the County.
  - i. Explain why you would need to follow the ASSURE Model in establishing the learning resource center. [10 Marks]
  - ii. Enumerate any FOUR equipment and media that can be availed in a Learning Resource Centre. [4 Marks]
  - iii. Briefly discuss any two advantages of learning resource centers (LRC) [6 Marks]