



**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
THIRD YEAR SECOND SEMESTER 2024/2025 ACADEMIC YEAR**

REGULAR

COURSE CODE: AEE 3322

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

**STREAM: BSc. AGRICULTURE EDUCATION AND
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 Questions from this section.

1. Extension workers must possess strong communication skills and competences.
 - a. Outline the **FIVE** principles of effective communication. (5Marks)
 - b. Outline **FIVE** effective communication strategies. (5Marks)
2. Extension organisations spend over 50% of their time communication with farmers and stakeholders.
 - a. Describe the **THREE** main functions of communication in an organisation. (6Marks)
 - b. Discuss the **FOUR** effects of miscommunication in organisation? (4 Marks)
3. Social media is a form digital communication that allows sharing of information across the globe.
 - a. Describe **THREE** types of social media platforms that can be used in extension information dissemination. (6Marks)
 - b. Outline **FOUR** challenges of using social media in extension information dissemination. (4Marks)

SECTION B = 40 Marks; Answer any TWO (2) Questions from this section.

4. You have been invited to attend a job interview by the Public Service Commission for the position of Agricultural Officer. Part of the interview will involve making a presentation about how to improve food security in your rural community.
 - i. Demonstrate the tips you will use to prepare a winning presentation. (10Marks)
 - ii. Interpret **THREE** non-verbal cues to watch-out during the interviews. (6 Marks)
 - iii. How can the use of social media influence potential employers' view of employee's character? (4Marks)

5. Proxemics is word coined by anthropologist Edward T. Hall to mean the different kinds of distance that occur between people. Edward argued that interpersonal distances is key in communication.

i. With the help of a diagram, illustrate the **THREE** interpersonal distances and their meaning. (9 Marks)

ii. Evaluate the following barriers to communication in an organisation. (9 Marks)

a. Information overload

b. Emotional disconnect

c. Semantics

iii. Give two examples of communication freezers. (2 Marks)

6. The mobile phone (MExtension) is a two-way communication tool that can be used to provide extension and advisory services to farmers where mobile connection is available.

i. Outline **FIVE** approaches an extension agent can use to dissemination information to farmers through a mobile phone. (10Marks)

ii. Argue factors that enhance the use of mobile phones as means to disseminate information to farmers. (10Marks)