



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

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

**THIRD YEAR SECOND SEMESTER UNIVERSITY EXAMINATION FOR
THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
EDUCATION & EXTENSION**

2016/2017 ACADEMIC YEAR

REGULAR

COURSE CODE: AEE 3322

COURSE TITLE: COMMUNICATION METHODS IN MEDIA AND AGRICULTURE

EXAM VENUE:

STREAM: BSc. AGED

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer ALL questions in section A and ANY other 2 Questions in section B.**
- 2. Candidates are advised not to write on 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. Define the following terms as used in agricultural extension communication.
 - a) Media [4 marks]
 - b) Interpersonal channels of communication [4 marks]
2. Mention any three constraints farmers face in the use of Information and Communication Technologies (ICTs) in agriculture based extension systems in Kenya. [3 marks]
3. Outline communication types based on expression [3 marks]
4. Differentiate between mass media and mass communication [5 marks]
5. Explain two advantages of using audio-visual aids in communication. [6 marks]
6. Discuss briefly five ways of how you can overcome the sender related barriers to communication. [5 marks]

SECTION B: [40 Marks]

Answer ANY TWO questions from this Section.

7. Discuss, giving relevant examples why design, preparation and presentation of message are considered important aspects of effective communication. [15 marks]
- b). Discuss the limitations of using print materials to convey extension messages in the rural areas. [5 marks]
8. You are newly employed extension officer in the Kenya Dairy Board. In your line of work, you need to urgently hold many workshops with the dairy farmers in Nakuru County. Explain how you would use the ASSURE model to select instructional media in presentations. [20 marks]
9. It is not enough for extension agent to have technical knowledge; he must also know how to communicate this knowledge.
 - a) Enumerate four basic functions of communication in extension. [6 marks]
 - b) Identify five competencies needed by an extension agent in order to be effective in his task. Discuss briefly any two competencies. [14 marks]

