

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
COMMUNITY DEVELOPMENT**

CDEV 213: COMMUNICATION TECHNOLOGY IN HUMAN ECOLOGY

STREAMS: CDEV Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Section A is compulsory.**
- **Answer TWO questions in section B.**

SECTION A

1. (a) It is important to communicate in a family. Justify. (10 marks)
- (b) State (i) Elements of sharing information in families. (5 marks)
- (ii) State five basic rules for power point. (5 marks)
- (iii) Factors affecting sharing of information in families. (10 marks)

SECTION B

2. (a) Discuss the role of Media in environmental education. (10 marks)
- (b) Outline some strategies for communicating in a family. (10 marks)
3. Discuss the theory of adoption of technology. (20 marks)
4. (a) Briefly explain some of the factors that should be considered for effective communication. (12 marks)

- (b) Outline the factors to consider during selection of instructional materials. (8 marks)
5. Justify the use of power point as one of the effective instructional material for effective communication. (20 marks)
6. (a) State the factors to consider during selection of instructional materials. (10 marks)
- (b) Effective health communication campaigns use various methods to reach intended audiences. Discuss. (10 marks)
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