
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION**

AGED 112: AGRICULTURAL COMMUNICATION

STREAMS: BSC AGED Y1S2 SB

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/12/2018

2.30 P.M – 4.30 P.M

INSTRUCTIONS

- **Answer question one (compulsory) and any other three questions**
- **Do not write on the question paper**

1. (a) Outline five questions a speaker should ask during audience analysis. [5 marks]
(b) Give seven characteristics of an effective communication. [7 marks]
(c) Give eight purposes of audio-visual aids in agricultural communication. [8 marks]
 2. (a) Explain three communication models. [7 marks]
(b) Explain four skills required by an effective adult education teacher. [8 marks]
 3. Describe informal communication. [15 marks]
 4. (a) Explain 5 reasons why farm and home visits extension teaching methods is preferred over other extension teaching methods. [10 marks]
 5. (b) Give 5 sender related barriers in the communication process. [5 marks]
Discuss the five branches of non-verbal communication. [15 marks]
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