

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN FOOD SCIENCE

AGED 113: AGRICULTURAL COMMUNICATION SKILLS

STREAMS: BSC (FOST)

TIME: 2 HOURS

DAY/DATE: MONDAY 17/12/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

QUESTION ONE (COMPULSORY) – 25 MARKS

- Discuss factors that need to be considered while selecting Audio-Visual aids [7 marks]
- Differentiate between Kinesics and Proxemics [5 marks]
- Explain four common models of communication process [8 marks]
- Discuss 5 significance of agricultural communication in organizations [5 marks]

QUESTION TWO (15 MARKS)

- Explain any five significance of public awareness to an organization [5 marks]
- Explain any five characteristics of a bad listener [10 marks]

QUESTION THREE (15 MARKS)

- Explain any five categories of communication signals [10 marks]
- Explain five conditions that make mass media effective [5 marks]

QUESTION FOUR (15 MARKS)

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Explain TEN communication barriers related to the receiver of a message [15 marks]

QUESTION FIVE (15 MARKS)

- (a) Explain four categories of communication networks required for different tasks [8 marks]
 - (b) Explain seven roles of 'silence' in the communication process [7 marks]
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