

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION**

AGED 112: AGRICULTURAL COMMUNICATION SKILLS

STREAMS: BSC (AGED) (Y1S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS: ANSWER ALL QUESTIONS (1 TO 6)

1. a) Give any three definitions of communication. (3 Marks)
b) Outline four guidelines for public speaking in agricultural communication. (4 Marks)
c) Explain five factors to consider when selecting Audio-Visual Aids in agricultural communication. (10 Marks)
d) Give eight factors that create poor communication in agriculture sector. (8 Marks)
2. a) Outline seven purposes of communication in agriculture sector. (7 Marks)
b) Give three advantages of using mobile phones as a means of communication in agriculture. (3 Marks)
c) State five importance of public awareness in agriculture sector. (5Marks)
3. a) Outline five principles of communication in agriculture. (5 Marks)
b) State five advantages of using demonstrations as a teaching method. (5 Marks)
c) Give five problems of using Audio-Visual Aids in Agricultural communication. (5 Marks)
4. a) Explain five elements of communication process in agricultural. (10 Marks)
b) Outline five factors that determine effectiveness of mass media in agricultural communication. (5 Marks)

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5. a) Give the meaning of the following communication signal systems.
- i. Verbal signal (1 Mark)
 - ii. Audio signal (1 Mark)
 - iii. Tactile signal (1 Mark)
 - iv. Written signal (1 Mark)
 - v. Optical signal (1 Mark)
- b) Give five sender related barriers in agricultural communication. (5 Marks)
- c) State five advantages of using internet in agricultural communication. (5 Marks)
6. Discuss the various communication models in agriculture. (15Marks)
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