

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 SKILLS

STREAMS: BSC (AGED) Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE and any other THREE

- Q1. (a) Explain the following terminologies as used in communication skills
- (i) Encoding and decoding of information [2 marks]
 - (ii) Kinesics and chromenics [2 marks]
- (b) Outline seven basic principles of communication skills [6 marks]
- (c) Explain eight importance of communication in an organization [8 marks]
- (d) Identify seven challenges of using audio visual aids in communication. [7 marks]
- Q2. (a) Explain five elements of communication process. [5 marks]
- (b) Explain five factors that affect the communication process. [10 marks]
- Q3. (a) Explain four communication models [8 marks]
- (b) Give seven purposes of audio-visual aids in agricultural communication.[7 marks]
- Q4. (a) Give five sender related barriers in the communication process. [5 marks]
- (b) Discuss any three communication networks [10 marks]
- Q5. Discuss the five branches of non-verbal communication. [15 marks]
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