

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DIPLOMA IN AGRICULTURAL
EDUCATION AND EXTENSION**

AGED 0112: AGRICULTURAL COMMUNICATION

STREAMS: DIPLOMA AGED Y1S2

TIME: 2 HOURS

DAY/DATE: MONDAY 08/04/2024

11.30 A.M – 1.30 P.M.

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other THREE questions.
- Do NOT write on the question paper.

- Give the meaning of the following communication terms as used in agricultural communication. (5 marks)
 - Communication channel
 - Audio signal
 - Tactile signal
 - Optical signal
 - Written signal
 - Give FIVE sender related barriers in agricultural communication. (5 marks)
 - State FIVE advantages of using internet in agricultural communication. (5 marks)
 - Describe FOUR skills required by an effective adult teacher. (10 marks)
- Outline SEVEN useful purpose of farm and home visits. (7 marks)
 - Give EIGHT purposes of Audio-Visual Aids in agricultural communication. (8 marks)
- Outline FIVE purposes of communication in the agriculture sector. (5 marks)
 - Discuss FIVE branches of non-verbal communication. (10 marks)
- State FIVE advantages of using demonstrations as a teaching method. (5 marks)
 - Give FIVE problems of using Audio-Visual Aids in Agricultural communication. (5 marks)
 - Give FIVE questions a speaker should ask during audience analysis. (5 marks)

5. (a) Describe **FIVE** factors that create poor communication in agriculture. (10 marks)
- (b) Outline **FIVE** advantages of using telephones in agricultural communication.
(5 marks)
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