

CHUKA UNIVERSITY
EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION

AGED 112: AGRICULTURAL COMMUNICATION (SPECIAL EXAM)

STREAMS: BSC (AGED Y1S2)

TIME: 2 HOURS

INSTRUCTIONS:

- Answer **ALL** the questions in section A and any other **THREE** in section B
- Do not write on this question paper

SECTION A: 25 MARKS

1.(a) Differentiate the following terminologies as used in communication skills.

Encoding and decoding of information. [2marks]

Hearing and listening. [2 marks]

(b) Outline six questions a speaker should ask during audience analysis. [6 marks]

2.(a) Explain five importance of communication in an agricultural organization. [5 marks]

(b) Identify six challenges of using audio visual aids in communication. [6 marks]

3.Highlight four advantages of using telephones in communication. [4 marks]

SECTION B: 45 MARKS

4. (a) Explain five basic cues necessary for public speaking. [5 marks]

(b) Explain five factors that create poor communication. [5 marks]

(c) Highlight five advantages of using the internet in communication. [5 marks]

5. (a)Discuss five elements of communication process. [10 marks]

(b) Highlight five sender-related barriers in the communication process. [5 marks]

6.(a) Discuss five branches of non-verbal communication. [10 marks]

(b) Explain five poor listening habits to a student. [5 marks]

7. (a) Discuss the principles of leading a group discussion. [10 marks]

(b) Why would you advise an extension agent to use demonstration as a method of teaching farmers? [5 marks]