

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN ANIMAL HEALTH AND PRODUCTION

AGED 00112: AGRICULTURAL COMMUNICATION SKILLS

STREAMS: CERT (ANHE)Y1S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 12/4/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer All Questions in SECTION A and any three in SECTION B
- Do not write on the Question paper

QUESTION ONE (25 MARKS)

- (a) Differentiate the following:
- i) Paralanguage and body language (2 marks)
 - ii) Intrapersonal and interpersonal communication (2 marks)
- (b) Explain three purposes of communication in agriculture. (3 marks)
- (c) Discuss five factors that need to be considered when selecting a communication medium. (10 marks)
- (d) Explain four branches of non-verbal communication. (8 marks)

QUESTION TWO (15 MARKS)

- (a) Explain five principles of effective communication to an agricultural officer. (10 marks)
- (b) Explain five elements of the communication process. (5 marks)

QUESTION THREE (15 MARKS)

- (a) Discuss five barriers in the communication process. (10 marks)
- (b) Explain the stages of communication. (5 marks)

QUESTION FOUR (15 MARKS)

- (a) Explain how courtesy is achieved in writing. (10 marks)
- (b) Explain the importance of audio-visual aids. (5 marks)

QUESTION FIVE (15 MARKS)

- (a) Explain the format of writing a report. (10 marks)
- (b) Outline the various ways we can use our bodies to communicate. (5 marks)

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