

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION**

AGED 112: AGRICULTURAL COMMUNICATION

STREAMS: B.Sc. (AGED) Y1S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 3/8/2012

2.30 P.M. - 4.30 P.M.

INSTRUCTIONS:

- (i) Answer ALL questions in the answer booklet provided.
- (ii) The figure in the parenthesis () indicate the mark allocation.

- Q1. (a) (i) What is communication? [2 marks]
- (ii) How are communication channels categorized? [3 marks]
- (b) Briefly explain 5 basic principles of communication. [10 marks]
- (c) Outline 7 characteristics of an effective communication. [7 marks]
- Q2. Giving examples of different audiences, explain why it is important for the communicator to understand his/her audience. [10 marks]
- Q3. (a) Briefly explain 4 types of communication networks. [10 marks]
- (b) Outline 8 barriers related to the receiver. [8 marks]
- Q4. (a) What factors should one consider when selecting audio visual aids? [5 marks]
- (b) State the challenges of using audio visual aids. [4 marks]
- Q5. Discuss demonstration as an extension communication method. [10 marks]
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