MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF EDUCATION WITH INFORMATION TECHNOLOGY (HOMA BAY CAMPUS- SCHOOL BASED)

ECT 211: EDUCATIONAL MEDIA AND RESOURCES

Date: 7ᵗʰ September, 2013   Time: 8.00 – 10.00am

INSTRUCTIONS:

♦ Answer QUESTION ONE and any other TWO questions.

QUESTION ONE: COMPULSORY (30 MARKS)

(a) Define the term "communication" and explain the three possible approaches to communication in the classroom. (5 marks)

(b) List any five benefits derived from using well designed learning aids for teaching. (5 marks)

(c) State the characteristics that make radio broadcasting an attractive medium for education. (5 marks)

(d) Identify any three community learning resources and give any two benefits of such resources in the teaching any of your subjects. (5 marks)

(e) Explain the advantages and limitations of using realia in teaching any of your subjects (5 marks)

(f) Explain any five groups of activities that may be implemented in a school multi-media centre. (5 marks)

QUESTION TWO (20 MARKS)

Carefully explain the A.S.S.U.R.E. model proposed by Heinich et al (1996) to help teachers plan for effective use of instructional media. (20 marks)

QUESTION THREE (20 MARKS)

(a) Define a model of communication and discuss the advantages and disadvantages of using models in describing the communication process (10 marks)

(b) David Berlo's S-M-C-R model is said to be the simplest and most influential message- centred model. Explain, giving the strengths and weaknesses of the model. (10 marks)

QUESTION FOUR (20 MARKS)

Compare and contrast the use of the television and films for teaching and learning. (20 marks)

QUESTION FIVE (20 MARKS)

(a) Explain the relevance of computer simulation in teaching any one of your subjects. (10 marks)

(b) Discuss the strengths and limitations of using e-mail as an instructional and learning tool. (10 marks)