**MOUNT KENYA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018**

**SCHOOL OF EDUCATION**

**DEPARTMENT OF EDUCATIONAL PSYCHOLOGY AND TECHNOLOGY**

**BACHELOR OF EDUCATION**

**UNIT CODE :BET4018**

**UNIT TITLE:EDUCATIONAL TECHNOLOGY**

**TIME:2 HOURS**

**INSTRUCTIONS:ANSWER ALL QUESTIONS.**

1.a) Define the following terms:- (8marks)

 i) Educational; technology

ii) Technology in education

iii) Communication resources

iv) Model.

b) Briefly explain the following : (3 marks)

i) Visual literacy. (3 marks)

ii) stages of visual perception. (3 marks)

iii)Mass communication in education. (3 marks)

 iv)Communication process. (5 marks)

c) i)state three advantages of using “print “media. (3 marks)

 ii) identify three reasons why “radio” is used in teaching and learning. (3 marks)

iii)what is a “comic “ and why is it useful in education. (2marks)

2.a) Outline key advantages of using Television for teaching and learning. (8marks)

 b)Describe the steps that should be followed when developing and producing an educational television program for a secondary school. (12 marks)

3. a) Identify communication barriers that commonly occur in the classroom. (8marks)

 b) Explain how a teacher can make communication more effective in the classroom. (12 marks)

4.a)Discuss the advantages and limitations of using the following media in teaching and learning : (12marks)

 i) live radio broadcasts

 ii) printed materials

b) Describe the criteria for selecting a class textbook. (8 marks)

 5. a) Describe the reasons behind multimedia learning. (10 marks)

 b) Institutions in higher education have adopted digital /virtual and on-line /web-based mode of learning.Explain the advantages that this mode of learning afford over face to face learning. (10marks)