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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF EDUCATION**

**BACHELOR OF EDUCATION**

**COURSE CODE: CIM 211**

**COURSE TITLE: EDUCATION MEDIA AND RESOURCES**

**DATE: 27TH APRIL 2017 TIME: 2.00PM-4.00PM**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other TWO questions.***
* ***Question one carries 30 marks***
* ***All other questions carry 20 marks***

*This paper consists of 2 printed pages. Please turn over.*

**QUESTION ONE**

1. Using clear examples distinguish between verbal and Non-verbal communication

  **(4 marks)**

1. Briefly explain the meaning of the following terms:-
2. Communication
3. Media
4. Publics **(6 marks)**
5. Briefly describe **three** broad categories of communication barriers. **(6 marks)**
6. Highlight **four** positive Non-verbal reinforcement in the classroom. **(4 marks)**
7. Explain **two** disadvantages of print media **(4 marks)**
8. Briefly describe **three** groups of community resources  **(6 marks)**

**QUESTION TWO**

1. Explain five benefits of Community resources **(10 marks)**
2. Describe **five** functional uses of Text books.  **(10 marks)**

 **QUESTION THREE**

1. Describe the **six** different steps of systematic planning for the use of media (ASSURE Model) **(10 marks)**
2. Explain **five** advantages of distance Education. **(10 marks)**

**QUESTION FOUR**

1. Explain **five** roles of Audio visual technology in the teaching-learning process

 **(10 marks)**

1. With clear illustrations, describe **five** kinds of media used in distance Education

**(10 marks)**

**QUESTION FIVE**

1. Explain **five** constraints preventing proper management of resources. **(10 marks)**
2. Explain **five** teaching qualities of the Radio. **(10 marks)**