

C-1



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AED 102: AGRICULTURAL EDUCATION COMMUNICATION

Date: 13th June, 2017

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO.
- Carefully read and follow the instructions contained on the answer booklets

1. (a) What is communication (2 marks)
- (b) Identify **seven** barriers to communication in a work place and explain each briefly (14 marks)
- (c) Illustrate the principles for effective written communication (14 marks)
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2. Listening is a complex process, but with this knowledge and practice we all have the ability to become more effective listeners. Show clearly what an effective listener (student) does in order to be actively engaged in the listening process. (20 marks)
3. (a) Define the following terms: (10 marks)
- (i) ICT
 - (ii) Analog signal
 - (iii) Video conferencing
 - (iv) Internet
 - (v) Folk media
- (b) Electronic media is enjoying broader use every day with an increase in electronic devices. Identify any five and elaborate the benefits and limitations of one form of electronic media in the dissemination of farm technology (10 marks)
4. (a) Differentiate between editing and proof reading (2 marks)
- (b) Describe the important stages of proof reading in production of quality farm publications (18 marks)
5. Identify important parts that may constitute an effective script writing for farm program on radio (20 marks)
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