

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**AGED 112: AGRICULTURAL COMMUNICATION**

**STREAM: BSC AGED Y1 S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 9/04/2020**

**2.30 P.M – 4.30 P.M.**

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**INSTRUCTIONS:**

- **Answer Question ONE (Compulsory) and any other Three Questions**
- **Do not write on the question paper**

Q1.(a) Explain four importance of communication skills. [4 Marks]

(b) Explain eight purposes of Audio-Visual aids in agricultural communication. [8 Marks]

(c) Explain six characteristics of a message would enhance its acceptability. [6 Marks]

(d) Describe any three models of communication. [7 Marks]

Q.2. Explain the five branches of non-verbal communication. [15 Marks]

Q.3(a) Explain five conditions that determines the effectiveness of mass media. [5 Marks]

(b) Explain four skills required by an effective adult educator. [8 Marks]

Q.5.(a) Explain the following technologies as used in agricultural communication

(i) VOIP [1 Mark]

(ii) Telepresence [1 Mark]

(iii) Video conferencing [1 Mark]

(iv) Intranet [1 Mark]

(v) Teleconference [1 Mark]

(b) Explain seven characteristics of effective communication. [7 Marks]

(c) Three questions a speaker should ask during audience analysis. [3 Marks]

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