

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATIONS FOR BACHELOR OF SCIENCE IN AGRICULTURAL EXTENSION AND EDUCATION

AGED 121: AGRICULTURAL COMMUNICATION SKILLS

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (11.30-13.30PM) DATE: 11/4/2024

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

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INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions.

QUESTION ONE (30 MARKS)

- i. Give the meaning of the following terms as used in communication (10marks)
 - a) Critical listening
 - b) Agricultural communication
 - c) Code mixing
 - d) Stereotype
 - e) silence
- ii. State five purposes of communication in the agriculture field (5marks)
- iii. Identify five types of sender-related barriers that can hinder you from communicating agricultural information effectively (5marks)
- iv. Active listening is equated to listening to understand. Explain five ways in which one can master the art of listening (5marks)
- v. State five advantages of using demonstrations in agricultural extension (5marks)

QUESTION TWO (20 MARKS)

- a) Describe five characteristics of feedback (10marks)
- b) Discuss five considerations that a good communicator should take into account when receiving feedback (10marks)

QUESTION THREE (20 MARKS)

- a) Identify four modes of delivering a speech to communication (4marks)
- b) Highlight six symptoms of stage fright (6marks)
- c) Explain five ways of overcoming stage fright (10marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five strengths of using audio-visual aids in communicating agricultural information (10marks)
- b) Describe five factors which can affect the effectiveness of using audio-visual aids communicating agricultural information (10marks)

QUESTION FIVE (20 MARKS)

- a) Identify any topic that you can facilitate in your field of study (2marks)
- b) Evaluate three essential skills that enhance effective facilitation for the topic identified in (a) above (6marks)
- c) Using examples discuss four types of communication based on the direction of communication (12marks)

