



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
SCIENCE IN ANIMAL SCIENCE/AGRICULTURAL EDUCATION AND
EXTENSION/AGRICULTURE/ NATURAL RESOURCE MANAGEMENT
SECOND SEMESTER 2023/2024
[JAN – APRIL, 2024]**

AGED 112: AGRICULTURAL COMMUNICATION

STREAM: Y1 S2

TIME: 2 HOURS

DAY: MONDAY, 3:00 - 5:00 P.M.

DATE: 15/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer ALL questions in section A (Compulsory) and any other TWO question from section B.***

SECTION A: ANSWER ALL QUESTIONS (30mks)

- 1 Describe three (3) most important aspects of communication (3 marks)
2. Rank in-terms of effectiveness, the different types of communication? (5 marks)
3. Discuss how to eliminate 3 types of **noise** to communication? (5 marks)
4. Illustrate different models of communication? (6 marks)
5. Why use media to enhance communication? (5 marks)
6. Explain Dale's Cone of Experience in influencing communication (6 marks)

SECTION B: ANSWER ONLY TWO QUESTIONS (40mks)

7. Discuss how to improve media communication to over 600 AGED students in Kisii University (20 marks)

8. Discuss how best you would communicate to the country on improved agricultural technologies in improving maize yields? (20 marks)

9. Discuss a minute writing layout? (20 marks)