

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF EDUCATION ARTS

ECT 201: EDUCATION COMMUNICATION, MEDIA AND TECHNOLOGY

DATE: 31ST MARCH 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

SUNRISE COLLEGE

At Sunrise College of Education, lecturers noticed that many second-year students were losing interest during lessons. Most classes were conducted using the traditional lecture method, where the teacher talked and students listened passively. As a result, students found it difficult to understand complex concepts, especially in science and social studies courses.

To address this problem, the college introduced educational technology into teaching and learning. Lecturers were trained to use multimedia tools such as PowerPoint presentations, educational videos, interactive whiteboards, and online learning platforms. Some lecturers also began using WhatsApp and Google Classroom to share learning materials and communicate with students outside the classroom.

After one semester, students showed significant improvement in participation and academic performance. Lessons became more interactive, students asked more questions, and group discussions increased. However, some challenges were also observed. A few lecturers lacked confidence in using technology, and poor internet connectivity sometimes disrupted lessons. Despite these challenges, the college administration believed that effective educational communication supported by technology could greatly improve teaching and learning if properly managed.

Required:

- a) Identify two communication problems faced by the college before the introduction of technology **(2 mark)**
- b) Mention and explain contribution of three educational technologies introduced at Sunrise College. **(9 marks)**
- c) Explain benefits of using educational technology in teaching and learning. **(10 marks)**
- d) State two challenges associated with the use of educational technology in the case study. **(4 marks)**

QUESTION TWO

- a) Discuss the meaning of educational communication **(3 marks)**
- b) Assess importance of education communication in the teaching-learning process. **(12 marks)**

QUESTION THREE

- a) List and explain four types of instructional media used in education. **(12 marks)**
- b) Define the meaning of education media **(3 marks)**

QUESTION FOUR

- a) Explain five barriers to effective communication in the classroom. **(10 marks)**
- b) Explain the characteristics of Educational Technology **(5 marks)**

QUESTION FIVE

- a) Evaluate the Merits of Computer Application Instructions **(9 marks)**
- b) Discuss four roles of technology in modern education. **(6 marks)**

QUESTION SIX

- a) The use of technology in education has many benefits, but several obstacles limit its effective implementation. Discuss **(10 marks)**
- b) Discuss five functions of print media. **(5 marks)**