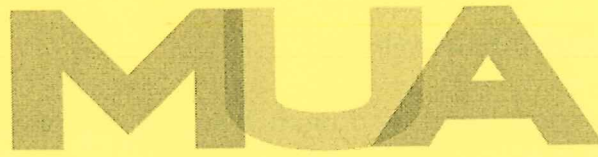


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF EDUCATION ARTS

ECT 201 : EDUCATIONAL COMMUNICATION AND TECHNOLOGY

DATE: 5<sup>th</sup> DECEMBER 2022

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 following case study

Students in Form Three at Ragati Boarding Secondary School in Nyandarua County have been experiencing problems in communication and asked the principal to organize for a speaker to address them on the importance of communication which they believe is critical to their future performance in the Kenya Certificate of Secondary Examination. The school is situated in Kiambogo and Wanjohi valleys of the Aberdares Mountains which is rather cold, windy, and impassable during rains. As a result, the students rarely venture out of the school which limits their interaction with outside school settings. This to some extent inhibits their performance in communication. In the invitation, the principal wants you to focus on the principles and processes of communication so that the students may be able improve their learning and listening skills.

#### Required:

- (a) Illustrate how you would explain the importance of communication in human life and types of communication contexts (20 marks).
- (b) Discuss how you would select and use print materials (5 marks).

### QUESTION TWO

- (a) Evaluate the general barriers to communication in relation to the students in the classroom (10 marks).
- (b) Discuss barriers to communication with deaf students and those who are visually impaired (5 marks).

### QUESTION THREE

(a) Discuss five types of audio-visual media (10 marks).

(b) Discuss the efficacy of learning media (5 marks).

#### QUESTION FOUR

(a) Community learning resources are important in facilitating learning in students.

Illustrate the types of learning resources you would use in teaching business studies

(10 marks).

(b) Demonstrate how you would use any two types of non-verbal communication

(5 marks).

#### QUESTION FIVE

(a) The COVID-19 resulted in online teaching and learning. Briefly outline five types of online platforms teachers can use with PowerPoint software. (10 marks).

(b) Explain five emerging trends in educational media technology that enable easy learning to the students (5 marks).

#### QUESTION SIX

(a) Categorize the principles of verbal communication (10 marks).

(b) Outline how credibility in oral communication can be achieved (5 marks).

