



Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR

FIRST YEAR 1ST SEMESTER
MAIN EXAMINATION

FOR THE DEGREE OF
BACHELOR OF SCIENCE IN EXTENSION AND EDUCATION
BACHELOR OF SCIENCE IN AGRICULTURE AND BIOTECHNOLOGY

COURSE CODE: SAB 100

COURSE TITLE: AGRICULTURAL COMMUNICATION SKILLS

DATE: 9TH JANUARY 2018

TIME: 9 – 11 AM

INSTRUCTIONS TO CANDIDATES

Answer Questions ONE and any other two Questions .

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

QUESTION ONE COMPULSORY

- 1a. State the importance of communication in Agricultural Extension Service (6mks)
- b. State five functions of Technical Writing (5mks)
- c. Outline any five barriers to listening (5mks)
- d. Identify five levels of communication (5mks)
- e. State THREE possible reasons for switching from one language to another by an extension agent during code switching (6mks)
- f. Explain six parts the title page of a report should have (3mks)

QUESTION TWO

- a. Describe the different forms of communication (8mks)
- b. State and briefly explain seven Criteria for the Selection of Subject-matter in extension (10mks)
- c. Briefly explain what you understand by “ memo” (2mks)

QUESTION THREE

- a. State and briefly explain the principles of public speaking (14mks)

- b. Describe three types of code switching (6mks)

QUESTION FOUR

- a. Identify 12 Steps to Successful Report Writing (6mks)

- b. State and briefly describe the 7Cs of communication (14mks)