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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

FIRST YEAR SEMESTER ONE

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: SAB 100

COURSE TITLE: AGRICULTURAL COMMUNICATION SKILLS

DATE: 11TH SEPT. 2017

TIME: 3PM – 5 PM

INSTRUCTIONS TO CANDIDATES

Answer Question One in Section A and Any other TWO (2) Questions in Section B

TIME: 2 Hours

SECTION A (30mks) - Compulsory This Paper Consists of 2 Printed pages Please Turn Over.

Question 1

- a) i) Explain the types of communication based on purpose and style(6mks)
ii) Identify the pros and cons of “code switching” and “code mixing”(6mks)
- b) Describe the advantages and disadvantages of unprepared speech (10mks)
- c) State the disadvantages of written communication (2mks)
- d) Explain process of choice of topics by agricultural extension officer (6mks)

SECTION B(40mks) – Attempt any two Questions from this section

Question 2

- a) Describe steps in composing prepared speech (14mks)
- b) Describe how utilization of language promotes agriculture (6mks)

Question 3

- a) Describe the process of writing a research proposal(10mks)
- b) Describe the fundamentals of language writing (10mks)

Question Four

- a) Describe three levels of audience analysis (10mks)
- b) Describe the common mistakes in technical report writing(10mks)