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**KIBABII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**2019/2020 ACADEMIC YEAR**  
**SECOND YEAR SECOND SEMESTER**  
**MAIN EXAMINATIONS**

**FOR DEGREES OF BACHELOR OF EDUCATION ARTS, BACHELOR  
OF EDUCATION EARLY CHILDHOOD EDUCATION**

**COURSE CODE: CUT 221      COURSE TITLE: EDUCATIONAL MEDIA  
AND RESOURCES**

**DATE: 8/2/2020**

**TIME: 8:00 AM---10:00 AM**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question One and Any TWO other (2) Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

### **Question One (30 marks)**

- a) Identify the five key elements of an effective communication model ( 5 marks)
- b) State five forms of verbal communication that can discourage learning ( 5 marks)
- c) Why should a teacher use humour in the teaching learning process? ( 5 marks)
- d) Identify any five characteristics of a good printed material for classroom instruction ( 5 marks)
- e) What are the five main challenges of using visual communication in classroom instruction? ( 5 marks)
- f) Identify any five forms of electronic media that are used for instructional purposes (5 marks)

### **Question Two (20 marks)**

- a) What is communication in relation to teaching and learning? (2 marks)
- b) Explain any five barriers to effective communication in classroom instruction (10 marks)
- c) As a classroom teacher outline how you would overcome any four barriers identified above (8 marks)

### **Question Three (20 marks)**

- a) What is a school educational Media Centre? (2 marks)
- b) Identify any four roles of the School Educational Media Centre ( 4 marks)
- c) Discuss any three factors to consider before establishing an Educational Media Centre in a school (9 marks)
- d) Suggest any five considerations for enhancing the adoption and integration emerging technologies in classroom instruction ( 5 marks)

### **Question four (20 marks)**

- a) Why is the audience research stage key to successful development of a radio broadcast programme? (5 marks)
- b) Explain the activities of the teacher and learners before and after a radio broadcast lesson ( 7 marks)
- c) List any four challenges experienced in using an educational broadcast in class (4 marks)
- d) Suggest ways in a teacher can overcome the challenges identified above (4 marks)

### **Question Five (20 marks)**

- a) Define community learning resources (2 marks)
- b) Identify any six community learning resources that can be used by the teacher for teaching and learning (6 marks)
- c) Explain how any one of the resources identified above can be used to effectively teach any one of your teaching subjects (12 marks)