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UNIVERSITY EXAMINATION

2013/2014 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATION

COURSE CODE: ECT 316

COURSE TITLE: METHODS IN BUSINESS STUDIES

DATE: 28TH AUGUST, 2014

TIME: 2.00 P.M.-05:00 P.M.

INSTRUCTIONS

Answer question **ONE** and any other **THREE** questions

Question one

- (a) Design and explain the four way guide to lesson planning (7 marks)
- (b) Briefly explain Edward L. Thorndike Laws of learning and its contribution to the teaching of business studies. (8 marks)
- (c) Differentiate between teaching and learning (4 marks)
- (d) Define teaching methods and discuss factors to consider when choosing teaching methods (7 marks)

Question two

- (a) Explain factors affecting learning (6 marks)
- (b) Explain methods of teaching that are teacher centered and four ways of improving teaching methods. (9 marks)

Question three

- (a) Discuss learner centered methods of teaching. (7 marks)
- (b) In relation to individual teaching methods explain the advantages. (8 marks)

Question four

- (a) Explain the differences between audio, visual and audiovisual aids. (8 marks)
- (b) Identify factors to consider when using audio/visual aids (7 marks)

Question five

- (a) Identify methods used in teaching business studies (5 marks)
- (b) Write a lesson plan for a topic in business studies and explain importance of lesson planning. (15 marks)