



**KIBABII UNIVERSITY COLLEGE**

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**UNIVERSITY EXAMINATIONS**

**2012 /2013 ACADEMIC YEAR**

**FOR THE DEGREE OF  
BUSINESS MANAGEMENT**

**COURSE CODE:** CIT 211

**COURSE TITLE:** EDUCATIONAL MEDIA AND RESOURCES

**DATE:** 26<sup>th</sup> August 2013

**TIME:** 2.00pm – 5.00pm

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**Instructions to Candidates**

Answer question 1 and any other 3 questions

1. (a) State five verbal communication that discourage learning (5 marks)  
(b) Give reasons why it is important to use field trip as a resource in the instructional process (10 marks)  
(c) Explain why schools are encouraged to establish learning Resources centres. (10 marks)
2. Discuss the contribution made by non-verbal communication in teaching and learning (15 marks)
3. Using examples from your subject area, discuss the role of instructional media in the teaching and learning process (15 marks)
4. Describe the factors a teacher needs to consider when designing visual material for teaching (15 marks)
5. (a) Define the term communication (3 marks)  
(b) Critically assess the obstacles a teacher is likely to encounter during classroom interaction (12 marks)
6. Discuss the challenges the classroom teachers may grapple with in the course of establishing and management of educational Media Resources Centres in secondary schools in Kenya (15 marks)