



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF SCIENCE IN COMMUNITY RESOURCE MANAGEMENT

HCR 305: COMMUNITY OUTREACH AND EXTENSION SERVICES

DATE: Wednesday, 28th March, 2012

TIME: 8.00 a.m. – 10.00 a.m.

INSTRUCTIONS:

SECTION A is compulsory (30 marks)

Answer **ALL** questions in this Section in the spaces provided.

1. While working with youth in the area of economic empowerment you decide to use radio in carrying out the extension education. Describe any **four** tasks/functions that you can accomplish with the women using the radio mass media extension too. (12 marks)
2. Extension education uses various teaching methods to reach community members with important information. Explain with relevant examples any **4** methods that you can use to educate community members through group contacts (12 marks)
3. Community extension programmes are aimed at improving the lives of rural people. An organization decides to use the farmer focused approach. Highlight any **4** characteristics of this approach in extension work (8 marks)

SECTION B – 40 marks

Answer any **TWO** questions from this Section.

4. Involvement of all community members in extension work active can be very challenging. As a program officer dealing with poverty extension programs in a rural community explain any **4** challenges that one can face in dealing women in extension work. For **each** challenge mentioned suggest a suitable strategy you can use to overcome it (20 marks)

5. You work for an organization dealing with new agricultural products in the community as an extension officer. The company aims to improve the adaptation of their using the demonstration method. Detail how you are going to plan and carry out/implement the method demonstration (20 marks)

6. You have been assigned the duty of setting up an extension program in a community of your choice. Using the guidelines provided in class, describe how you would organize the following aspects of the extension project. (20 marks)
 - a) Two specific objective for the project (4 marks)
 - b) Two group extension education methods to be used in the project (4 marks)
 - c) Two individual education methods you can use in the project (4 marks)
 - d) Two information Education and Communication (IEC) methods that can be used (4 marks)
 - e) Two teaching materials to be used in the project (4 marks)