KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION

ECT 314: SUBJECT METHODS-BUSINESS STUDIES

DATE: Wednesday 28th March 2012 **TIME:** 4.30p.m – 6.30p.m

INSTRUCTIONS: Answer questions ONE and any TWO others.

1. a) State four goals of Business Studies in Kenya. [4marks]

   b) Briefly discuss the development of Business Education in Kenya from 1960s to the current period. [4 marks]

   c) Discuss briefly any four challenges facing the teaching of Business Studies in Kenyan secondary schools and suggest measures that need to be taken to alleviate these challenges. [8marks]

   d) Outline the main reasons why Business Studies teacher ought to write down instructional objectives. [4marks]

   e) State any four reasons why teachers of Business Studies should use appropriate local examples when teaching the subject at secondary school level. [4marks]

   f) Briefly describe the criteria a teacher should use in recommending certain textbooks for use in Business Studies classes at secondary school level. [6 marks]

2. "Business Studies is an integration of concepts and content drawn from various subjects such as Economics, Commerce, Office practice, Secretarial, Accounting etc. If you were assigned to teach the subject in a rural secondary school in Kenya:-

a) List at least five techniques/methods that you would use in teaching the subject.

b) Give your justification for choosing each of the technique/method in (a) above.

c) Select one of the techniques/methods named above and discuss how you would implement it in a real life class situation.

d) Give the merits and demerits of the technique/method discussed in (c) above,

Total = [20marks]

3. a) i) Distinguish among curriculum, course syllabus, Examination syllabus, scheme of work and lesson plan. [10marks]

   b) State the factors that the teacher should put into consideration when preparing a lesson plan for Form one class. [2marks]

   c) Formulate a 40 minutes lesson plan for Form 3 class based on "Demand and Supply Curve". [8 marks]

Grand Total = [20marks]

4. a) "The textbook will remain the most important teaching and learning resource in the teaching of Business Studies in Kenyan secondary school". Justify this statement.

   b) Identify and briefly discuss the teaching/learning resources that are suitable for teaching Business Studies at secondary school level.

   c) Outline the main factors a teacher would consider when selecting and using such learning resources to teach Business Studies at secondary school.

Total = [20marks]

5. "Assessment and Evaluation plays a vital role in the teaching of Business Studies in Schools."

   a) What would you consider to be the main purpose that assessment and evaluation serve in a teaching/learning programme?

   b) Discuss briefly the types of assessment that are suitable for Business Studies teaching/learning.

   c) Explain the importance of teaching attitudes and ideals in Business Studies class

Total = [20marks]