



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

INSTITUTION BASED PROGRAMME (IBP) – AUGUST SESSION

EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT 504: MANAGEMENT OF LEARNING RESOURCES

DATE: Wednesday 29th December, 2010

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS

Answer question ONE plus any other TWO.

1.
 - a) Giving appropriate examples, explain what is meant by subliminal advertising. [2 marks]
 - b) Comment on McGregor's Theory Y about human behaviour. [4 marks]
 - c) Although the definitions of managership and leadership overlap, there are differences between the two terms. What are the differences? [4 marks]
 - d) Describe circumstances under referent influence which lead to a symbiotic relationship between two partners. [6 marks]
 - e) Briefly describe the variable budgeting approach as used by managers of school resources. [6 marks]
 - f) Define 'Hawthorne Effect' and describe its findings and criticisms. [8 marks]
2. Proper understanding of interdepartmental politics of a school including its publics is crucial to effective and efficient management of resources.
 - a) As manager of a Schools' Multimedia Centre, detail out these politics and indicate how they would impact on the acquisition and use of learning resources. [10 marks]
 - b) According to research, why do some teachers resist the use of resources while teaching? [10 marks]
3. Write short notes on the following:
 - a) Challenges faced by schools due to lack of storage facilities for resources.

- [4 marks]
- b) Advantages and limitations of open access in the use of resources. [4 marks]
 - c) Consequences emanating from frustrated workers in a work environment. [4 marks]
 - d) Training strategies for a Learning Resource Centre personnel. [4 marks]
 - e) Total Quality Management (TQM) is facilitated by employees' empowerment. [4 marks]
4. Good managers of resources are those who make something happen rather than prevent something from happening. Poor managers on the other hand are those who are often engaged in remedying a situation.
- a) Critically analyze these two statements. [10 marks]
 - b) The key word for dealing with the External Publics is networking. What does networking entail? [10 marks]
5. Training of LRC personnel serves two major purposes namely; to prevent frustration, and to provide motivation.
- a) Outline the signs which make a manager know that his/her staff may require training. [10 marks]
 - b) Elaborate on some arguments managers have cited against training. [10 marks]

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