



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

ECT 504: MANAGEMENT OF LEARNING RESOURCES

DATE: Tuesday 27th March 2012

TIME: 9.00a.m – 12.00p.m

Instructions:

Answer question **ONE** plus any other **TWO**.

1. a) Highlight briefly at least **four** characteristics of media to communication.
(4 marks)
 - b) What were the logics of General Systems Theory?
(5 marks)
 - c) In your opinion, why does power delegation in our schools sometimes seem to demotivate those left in-charge?
(5 marks)
 - d) Name at least five situations when conflict is helpful.
(5 marks)
 - e) Who are the External Publics of a school and how would a manager of resources make them assist in resources' acquisition?
(5 marks)
 - f) Explain with one example each, three types of private dependent power (influence).
(6 marks)
2. Satisfaction of an organisation's members increases when they see hope for upward mobility.

- a) Discuss five things a manager can do besides promoting his/her staff, that can motivate and prevent frustration among the subordinate staff.

(10 marks)

- b) Suggest and briefly discuss five training strategies a manager can implement in his/her school.

(10 marks)

3. Although an LRC is a Western idea, traditional African mode of education was more resource-based than the pen-paper-blackboard type of learning introduced by the Missionaries in Africa.

- a) Describe with examples how traditional African mode of educating the youth was more resource-based.

(10 marks)

- b) Highlight the difference between the American and the British concept of a Learning Resource Centre.

(10 marks)

4. The 1970s oil embargo by OPEC members is today regarded to have been the beginning of Total Quality Management (TQM).

- a) Briefly discuss its (TQM) evolution.

(12 marks)

- b) Quality stopped being an expensive undertaking to the Japanese industrialists because of two realizations. Explain these realizations.

(8 marks)

5. In so far as schools deal with human capital, to manage learning resources effectively requires good public relations skills because people (workers) are the critical success factor.

- a) Discuss how different school managers use their managerial and public relations skills to respond to various types of conflicts in the work place.

(10 marks)