



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (ENVIROMENTAL EDUCATION)

EED 103: ENVIRONMENTAL INTERPRETATION AND COMMUNICATION

DATE: Wednesday 28th March 2012

TIME: 4.30p.m – 6.30p.m

INSTRUCTIONS

Answer question ONE and any other THREE

1. a) Define the following concepts:
 - i) Signage,
 - ii) Interpretation,
 - iii) Communication,
 - iv) Descriptive norms. [8marks]
- b) Discuss the usage of the concepts above, for environmental interpretation. [7marks]
- c) Briefly explain how Environmental Interpretation could be made effective. [10marks]
2. Justify the teaching of Environmental Interpretation and Communication course in a tertiary institution. [15marks]
3. Describe the steps you could follow to introduce and manage Environmental Interpretation Program at Karura Forest in Nairobi. [15marks]
4. Discuss the importance of Monitoring and Evaluation in Environmental Interpretation process. [15marks]
5. Explain strategies you can use in designing effective visual aids. [15marks]