

UGANDA MARTYRS UNIVERSITY
FACULTY OF AGRICULTURE
YEAR ONE
END OF SEMESTER TWO 2021/2022 EXAMINATIONS

COMMUNICATION SKILLS AND ADVOCACY

TIME: 3 HOURS

DATE: 2ND AUGUST 2022
TIME: 2.00 PM – 5.00 PM

Instructions:

- Answer **Four** questions in all
- All questions carry equal marks.

1. "Acquisition of the basic communication skills is essential in becoming an effective agricultural officer." Discuss **(25 marks)**
2. Explain the linkages among the four language skills. **(25 marks)**
3. Describe what you consider to be the best way a panel can use interviews to select the best candidate for a given post. **(25 marks)**
4. The following advertisement appeared in *The Daily Monitor* newspaper of 25th July 2022

Job opportunity

Post: Farm Manager

Qualification: A degree or diploma from a recognized institution in Agriculture

Experience: At least three years in a reputable organization

Required: Submission of an application letter with relevant supportive documents and a curriculum vita

Deadline: 5th August 2022

Submit to: The Chairperson Wakiso District Service Commission

P.O Box 5162 Kampala

Apply for this job. (25 marks)

5. The government of Uganda has introduced the Parish Development Model in an effort to foster development more especially in rural areas. Show how government can use mass media to make it effective. **(25 marks)**
6. Explain the meaning of community media and analyse its relevance from the perspective of agriculture development. **(15 marks)**
7. a) Why is planning vital in development in development communication?
b) Analyse the steps involved in the communication planning process **(10 marks)**
8. Why is holding formal meetings in any reputable organization a vital requirement in its operations? **(25 marks)**