



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION MARCH -2019

**EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT
(YR I SEM II)**

UNIT CODE: CMPR 1203

UNIT TITLE: AUDIO AND VISUAL AIDS

DATE: 11TH MARCH, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Discuss the disadvantages of using a photographic slides in a presentation. (10 Marks)
- (b) Explain any FIVE advantages of the participatory video technique. (10 Marks)
- (c) Discuss the factors to consider when writing a script for Television. (10 Marks)

QUESTION TWO

- (a) Explain any FIVE types of camera moves that be utilized when producing film. (10 Marks)
- (b) Discuss reasons why you would encourage a public relations officer to use power point presentation. (10 Marks)

QUESTION THREE

- (a) Discuss any FIVE types of shots that can be used when using television. (10 Marks)
- (b) Explain the concept ‘Sense perception’ in the usage of Audio visual Aids. (10 Marks)

QUESTION FOUR

- (a) You have been invited as a guest speaker in your former high school to give a presentation titles ‘Advantages of using demonstrations in presentations’. Explain the major areas that you must include in your talk. (10 Marks)
- (b) Explain the disadvantages of using audio recording. (10 Marks)

QUESTION FIVE

- (a) Discuss any FIVE guidelines for using computer presentations. (10 Marks)
- (b) Explain the use of colours to influence mood and emotion. (10 Marks)