



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF EDUCATION
BACHELOR OF EDUCATION**

COURSE CODE: ECI 3112

COURSE TITLE: BUSINESS STUDIES METHODS

DATE: 2ND DECEMBER, 2019

TIME: 1100 – 1300HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **two** questions

*This paper consists of **TWO** printed pages. Please turn over.*

QUESTION ONE

a) Explain the following terms as used in Business Studies education :

- i) Communication **3 marks**
- ii) Construction of meaning **3 marks**
- iii) Motivation **3 marks**
- iv) Scheme of work **3 marks**

b) "Information communication signs used during communication don't have meanings of themselves. Discuss this in relation to Business Studies

instruction **10 marks**

c) Discuss the role of set induction lesson. **8 marks**

QUESTION TWO

a) Explain any five ways discussion activity can be used in teaching a business studies topic of your choice. **10 marks**

b) Discuss any five attributes of a successful Business Studies teacher. **10 marks**

QUESTION THREE

a) Discuss the rationale for using teaching/learning resources during Business Studies instruction. **12 marks**

b) Explain how a teacher can overcome the four hurdles of communication in a Form One Business Studies class. **8 marks**

QUESTION FOUR

a) Discuss any five strategies a teacher can use to create and retain student attention in a Business Studies lesson. **10 marks**

b) Discuss the assertion that e- learning will bring about the extinction of physical classroom in the teaching of Business Studies. **10 marks**

QUESTION FIVE

a) Describe the four steps a teacher should follow when using demonstration activity in Business Studies instruction. **8 marks**

b) (i) Describe any four ways a teacher can use to evaluate students' learning during a Business Studies instruction. **8 marks**

(ii) Discuss any two types of tests that may be used for Business Studies evaluation in a Form Two class. **4 marks**

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