



MAASAI MARA UNIVERSITY

UNIVERSITY MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF NATURAL RESOURCE,
ENVIRONMENTAL STUDIES & AGRICULTURE**

**BACHELOR OF SCIENCE IN WILDLIFE
RESOURCE MANAGEMENT**

COURSE CODE: WRM 4241-1

COURSE TITLE: PUBLIC EDUCATION AND

EXTENSION

DATE: 24TH APRIL 2024

TIME: 11:00AM - 13:00 PM

INSTRUCTIONS TO CANDIDATES

Answer **All** the Questions in Section A and any **THREE** IN SECTION B
This paper consists of TWO printed pages. Please turn over

SECTION A (20 MARKS)

1. Differentiate between the following terms;
 - i) Wildlife education and wildlife extension (1 Mark)
 - ii) Public and private goods (1 Mark)
 - iii) Extension approach and training approach (1 Mark)
 - iv) Attitudes and perceptions (1 Mark)
 - v) Behavioural and activity objectives (1 Mark)
2. Outline five advantages of involving the public in the design and implementation of wildlife education and extension programmes. (5 Marks)
3. Explain five factors that account for differences in public attitudes and perceptions towards wildlife. (5 Marks)
4. State five reasons why monitoring of wildlife education and extension programmes is critical. (5 Marks)

SECTION B (30 MARKS)

5. Discuss the approaches used by wildlife personnel to promote education and extension among the public in Kenya. (10 Marks)
6. Citing appropriate specific examples, discuss the principles that underlie good public relations in wildlife conservation and management. (10 Marks)
7. Citing appropriate specific examples, discuss the factors that should be taken into consideration when designing and implementing wildlife education and extension programmes. (10 Marks)
8. Discuss the approaches a wildlife warden can use to promote conservation education and awareness among communities whose attitudes and perceptions towards wildlife have been affected by human-wildlife conflicts. (10 Marks)

END//