



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
THIRD YEAR SECOND SEMESTER
2017/2018 ACADEMIC YEAR**

**SCHOOL OF EDUCATION
BACHELOR OF EDUCATION**

**COURSE CODE: CIM 317
COURSE TITLE: SUBJECT METHODS IN
BUSINESS STUDIES**

DATE: 18/4/2018

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

- a) Explain the following terms as used in Business Studies instruction
- i) instruction **(5 marks)**
 - ii) scheme of work **(5 marks)**
 - iii) stimulus variation **(5marks)**
 - iv) Decoding **(5 marks)**
- b) Discuss the value of Stimulus Variation in Business Studies instruction. **(10 marks)**

QUESTION TWO

- a) Using examples, discuss how a demonstration may be used in teaching a Business Studies lesson. **(10 marks)**
- b) Discuss how a teacher can arouse and retain student attention in a Business Studies class. **(10 marks)**

QUESTION THREE

- a) Explain how a teacher can use a chart when teaching a Business Studies lesson. **(10 marks)**
- b) Examine how Discussion Activities can be used in a form four Business Studies class. **(10 marks)**

QUESTION FOUR

- a) Explain any two approaches a teacher can evaluate Business Studies students. **(10 marks)**
- b) Examine the role of computer assisted learning (CAL) in Business Studies instruction in secondary schools. **(10 marks)**

Question Five

- a) Discuss any five qualities of a good business studies teacher in secondary schools. **(10 marks)**
- b) Using examples examine the three evaluation approaches that a teacher may use while teaching Business Studies. **(10 marks)**

END//