



**MAASAI MARA UNIVERSITY**  
**SPECIAL/ SUPPLEMENTARY EXAMINATIONS**  
**2020/2021**  
***THIRD YEAR FIRST SEMESTER***

**SCHOOL OF EDUCATION**  
**BACHELOR OF EDUCATION**

**COURSE CODE: ECI3112**

**COURSE TITLE: SPECIAL METHODS IN  
BUSINESS STUDIES**

**DATE:**

**TIME:**

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**INSTRUCTIONS TO CANDIDATES**

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

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

### **QUESTION ONE**

- a) (i) Describe four points to be considered when introducing a lesson in business studies **5 marks**
- ii) Distinguish between a business studies syllabus and a business studies curriculum. **5 marks**
- iii) Discuss any five points supporting use of reinforcement in a business studies class **5 marks**
- iv) Explain how encoding helps students understanding in business studies lessons.... **5 marks**
- b) Discuss any five characteristics of an effective business studies teacher. **10 marks.**

### **QUESTION TWO**

- a) Discuss five points why lecture activities may not be effective in a Form one Business Studies class. **10 marks**
- b) Discuss how a teacher can conduct demonstration lesson activity in business studies. **10 marks.**

### **QUESTION THREE**

- a) i) Explain four likely contribution of a learning resource towards students' learning in business studies. **4 marks**
- ii) Discuss six attributes that a teacher will observe when using a chalk/white board. **6 marks**
- b) Discuss five essential points to be observed by a teacher when evaluating student learning using object questions in a form two business studies class. **10 marks.**

### **QUESTION FOUR**

- a) i) Explain student attention and its role in the teaching of business studies. **4 marks**
- ii) Discuss five ways that a teacher can use to create and retain student interest in a class **6 marks.**
- b) Discuss the role of virtual learning in secondary school Business Studies instruction. **10 marks.**

### **QUESTION FIVE**

- a) Explain how a teacher can use projected resources during business studies instruction. **10 marks**
- b) Discuss the four hurdles of communication and how you can overcome in a form one lesson. **10 marks**