



MAASAI MARA UNIVERSITY

SPECIAL/RESIT UNIVERSITY 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:

TIME

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) Common resources and communal resources (1 Mark)
- ii) Natural publics and unnatural publics (1 Mark)
- iii) Stakeholders and public (1 Mark)
- iv) Extension organization and extension programming (1 Mark)
- v) Public education and conservation education (1 Mark)

2. Outline five roles played by non-governmental organizations in promoting wildlife conservation and management in Kenya. (5 Marks)

3. Explain why planning is an important tool in wildlife education and extension. (5 Marks)

4. Briefly explain the challenges to the role and effectiveness of cultural education. (5 Marks)

SECTION B (30 MARKS)

5. Discuss the reasons why communication is important in promoting public relations in wildlife conservation and management. (10 Marks)

6. Citing relevant specific examples, discuss the factors that influence the design and implementation of wildlife education and extension programmes. (10 Marks)

7. Citing relevant specific examples, discuss the importance of implementing education and extension programmes in wildlife areas of Kenya. (10 Marks)

8. Citing relevant specific examples, discuss the roles played by education and extension programmes in promoting wildlife conservation in Kenya.

(10 Marks)