

**UNIVERSITY OF SWAZILAND**

**INSTITUTE OF DISTANCE EDUCATION**

**B. ED (ADULT EDUCATION) YEAR III**

**FINAL EXAMINATION, MAY 2013**

**TITLE OF PAPER: MATERIALS DEVELOPMENT I**

**COURSE CODE: BAE 316**

**TIME ALLOWED: THREE (3) HOURS**

**INSTRUCTIONS: 1. ANSWER QUESTION ONE AND ANY OTHER TWO  
(2) QUESTIONS – THREE (3) ALTOGETHER**

**THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR**

### **Question 1**

- (a) There are four different learning theories, namely cognitivism, humanism, constructivism, and behaviourism. Explain how each one of these learning theories influences us as we develop instructional materials. (12 marks)
- (b) It is argued in communication that “the medium is the message”. What does this mean to you as an instructional developer? Support your answer with examples. (6 marks)
- (c) Audience analysis is a key component of the problem analysis as one develops instructional materials and selects the media to use in presenting the materials. Using examples to illustrate your answer, explain why it is necessary to conduct audience analysis before developing instructional materials for them. (10 marks)
- (d) The major components of an instructional development model include: message, media, and methods. Using examples to illustrate your answer, explain briefly how each one of the three components influences the instructional materials development process. (12 marks)

### **Question 2**

- (a) List any four (4) characteristic features of a distance education programme. (4 marks)
- (b) Since learning in distance education programmes is an individual effort, discuss any six (6) strategies that you will employ as you develop instructional materials for a distance learning programme. (12 marks)
- (c) One way to help the learners follow the content of any materials developed for distance learning is to provide a study guide. List and explain any four items that you would include in the study guide. (8 marks)

- (d) One of the major components of a distance learning programme is planning. What aspects will you consider as you plan a distance learning programme for any target audience? (6 marks)

### Question 3

- a) “Your organization has requested you to produce a training module to be used in training the other employees on ‘counselling and care for HIV and AIDS Patients’. You have decided to use print media to present the content”.
- i) Identify and explain the activities that you will carry out in each of the three stages of materials development namely, development, production and presentation. (12 marks)
  - ii) As you develop the printed materials, you have decided to include group learning activities in the module. What are the advantages of including group learning activities in the module that you develop? (8 marks)
- b) “Evaluation is necessary as you develop and produce instructional materials”. Identify and discuss the quality control issues that you will take into account as you evaluate the module that you will produce. (10 marks)

### Question 4

- (a) Define the term “quality control” as used in the development of instructional materials. (2 marks)
- (b) You have been hired by the Family Life Association of Swaziland (FLAS) to evaluate posters aimed at educating the school-going youths on the causes and prevention of HIV and AIDS. Identify and discuss the quality control issues that you will take into account as you evaluate the posters. (8 marks)

- (c) Discuss any four methods that you will use to obtain the information needed to evaluate the posters. (8 marks)
- (d) The Family Life Association (FLAS) has also decided to consult your opinion on the possibility of using the same posters that they have developed for the school-going youths to reach out to the out of school youths on the same topic. What advice will you give them and why? (6 marks)
- (e) Why is it necessary to carry out quality control in materials development at the different stages of material development? (6 marks)