

UNIVERSITY OF SWAZILAND

INSTITUTE OF DISTANCE EDUCATION

BACHELOR OF ADULT EDUCATION

MAIN EXAMINATION PAPER, MAY 2010

TITLE OF PAPER:	MATERIALS DEVELOPMENT 1
COURSE CODE:	IDE-BAE 302-2
TIME ALLOWED:	TWO (2) HOURS

INSTRUCTIONS:	ANSWER QUESTION <u>ONE</u> AND <u>ANY</u> <u>OTHER TWO</u> QUESTIONS FROM THIS PAPER
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THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS
BEEN GRANTED BY THE INVIGILATOR

QUESTION 1

- (a) Any materials developer needs to familiarise themselves with the four learning theories as they embark on developing instructional materials. Citing relevant examples from the four learning theories, explain why understanding the learning theories is important to any materials developer. [16 marks]
- (b) Four key components that constitute the instructional development procedure include; nature of target audience, instructional goal and objectives, instructional strategies, methods and media, and evaluation. Citing relevant examples to support your answer, briefly discuss the significance of the following components as you develop instructional materials:
- (i) Instructional goal and objectives [6 marks]
 - (ii) Instructional strategies, methods and media [9 marks]
 - (iii) Evaluation [3 marks]
- (c) Explain how the following patterns of teaching and learning influence you as you develop instructional materials for any targeted audience:
- (i) Small group instruction [3 marks]
 - (ii) Individualized instruction [3 marks]

QUESTION 2

- (a) Name the three stages of materials development. [3 marks]
- (b) Assume that the organization where you are working wants to develop instructional materials to train retiring employees on '**how to start and manage an income generating project**' using print media.
- (a) Formulate a communication goal for the materials that you will develop. [4 marks]
 - (b) List at least **three** instructional objectives that you will hope to achieve with the materials that you will develop. [3 marks]
 - (c) Following the three stages of materials development, specify the activities that you undertake at each stage as you develop the materials. [1 2marks]
 - (d) As you develop the materials to train the retiring employees, you will need to make decisions whether to produce the materials yourself or to rely on the services of other organizations. List any four factors that you will consider as you make this decision. [8 marks].

QUESTION 3

- (a) Define the following terms as used in materials development:
- (i) Job analysis [2 marks]
 - (ii) Task analysis [2 marks]
 - (iii) Content analysis [2 marks]
- (b) Assume that the organization where you are currently working wants to train the employees on **"Improving Communication at the work place"** and you have been assigned the responsibility of developing the content to be covered during the training.
- (i) Briefly describe the procedure that you will follow to develop the content for the training. [12 marks]
 - (ii) As you develop the content for training, list **any three** categories of knowledge that you will include. [3 marks]
 - (iii) You have recommended that group learning methods should be used during the training. Identify **any three** group learning methods that you feel should be used during the training and justify why. [9 marks]

QUESTION 4

- (a) You are incharge of a campaign in your community to promote literacy and you have recommended the use of visual media as the alternative to use when developing materials for the illiterate learners. Justify this decision. [10 marks]
- (i) List **any four** types of visual media that you will recommend to be used in developing the materials for illiterate learners. [4 marks]
 - (ii) Apart from visual media, list **any other two** types of media that could be used to promote literacy in the community and justify your choice. [4 marks]
 - (iii) Just like with other media, as you develop the visuals for the literacy programme you will need to take certain measures to ensure that the intended purpose is achieved. Identify and describe **any four** measures that you will take as you plan and produce the visuals in order to achieve the intended purpose. [12 marks]

QUESTION 5

- (a) Define the term "distance learning". [2 marks]
- (b) Identify **any four** distinguishing features of any distance learning programme. [8 marks]
- (c) Assuming that you have been hired as a consultant by a local educational institution to advise them on how to start and manage a distance learning centre, explain how you will proceed to plan for the establishment of the centre. [12 marks]
- (d) One of the proposals that you have made in your plan is for the centre to make use of e-learning. What are the benefits of using e-learning in distance education? [8 marks]