



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
JANUARY-APRIL 2019 SEMESTER

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCO301

COURSE TITLE: GENDER COMMUNICATION & DEVELOPMENT

EXAM DATE: THURSDAY 11th APRIL 2019

DURATION: 3 HOURS

TIME: 5:30PM-8:30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- Answer **Question One** (Compulsory) And Any **Other Two** Questions
- Be Organized And Neat
- Mobile Phones And Any Other Gadgets Of Communication Should Be Switched Off Before The Exam Starts
- Any Form Of Cheating Will Lead To Automatic Disqualification
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: (COMPULSORY) 30mks

- a) Define the following terminologies.

- i. Culture (2mks)
- ii. Self-awareness (2mks)
- iii. Gender development (2mks)
- b) Distinguish gender and sex from a social perspective. (4marks)
- c) Explain any five terminologies that reflect gender sensitive language in Kenya.
(10mks)
- d) Discuss how the African Culture has contributed to gender imbalances in development. (10mks)

QUESTION TWO (20mks)

Using **five** relevant examples, justify why development in Africa should be approached from a gender perspective.

QUESTION THREE (20mks)

Discuss any **five** gender analytical tools and frameworks.

QUESTION FOUR (20mks)

You have been selected to present at the Council of Governors Summit on Communication for Sustainable Development. Briefly illustrate any five key points you will focus on while talking about the role of communication in sustainable development.

QUESTION FIVE

Discuss the following terms from a Kenyan perspective;

- i) Gender equality and gender equity (4mks)
- ii) Gender needs (4mks)
- iii) Gender mainstreaming (4mks)
- iv) Gender violence (4mks)
- v) Gender violence (4mks)