



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 2201

COURSE TITLE: GENDER AND COMMUNICATION

DATE: 25TH APRIL, 2019

TIME: 11.00AM-1.00 PM

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over.

Question One

- a) Define the term gender (5marks)
- b) What is gender intolerance? (10marks)
- c) Society is often insensitive to women's needs. Agree or refute this statement (10marks)
- d) What is gender mainstreaming? (5marks)

Question Two

Differentiate between the following: gender, sex, gender roles and sex roles

(20marks)

Question Three

- a) What is culture? (4marks)
- b) Culture has been, and still is, responsible for many atrocities levelled against women, explain (16marks)

Question Four

Communication is a medium through which victims of abuse can speak up; discuss the various ways one can use communication as a tool of disseminating information (20marks)

Question Five

Discuss the following elements

- a) Gender equity (5marks)
- b) Gender equality (5marks)
- c) Gender based violence (5marks)
- d) Women empowerment (5marks)

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