

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2022/2023 ACADEMIC YEAR

THIRD YEAR EXAMINATION FOR THE DEGREE
BACHELOR OF ARTS IN PEACE AND CONFLICT
STUDIES

PACS 315: COMMUNICATION FOR A CULTURE OF PEACE

STREAM: R

TIME: 2 HRS

DAY: FRIDAY [11.30AM – 13.30]

DATE: 09/12/2022

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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INSTRUCTIONS: - Answer **three** questions Question **ONE** is COMPULSORY

QUESTION ONE

Clearly explain the following terms

- (a) Communication. (5 marks)
- (b) Verbal communication. (5 marks)
- (c) Non-verbal communication. (5 marks)
- (d) Written communication. (5 marks)
- (e) Listening. (5 marks)
- (f) Visual Communication. (5 marks)

QUESTION TWO

Elaborate different pillars of communication giving clear examples on each of the pillar.
(20 marks)

QUESTION THREE

- (a) Explain culture showing what it consists of. (5 marks)
- (b) Discuss different definitions of culture. (15 marks)

QUESTION FOUR

Discuss the following theories:

- (a) Cultural determinism. (6 marks)
- (b) Cultural relativism. (7 marks)
- (c) Cultural ethno centrism. (7 marks)

QUESTION FIVE

- (a) Elaborate different layers of culture. (10 marks)
- (b) Discuss five different types of negative stereotypes. (10 marks)