



Queen Margaret University  
EDINBURGH

**SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT**  
**DIVISION OF MEDIA, COMMUNICATION & PERFORMING ARTS**

**LEVEL 2 DIET 1**

**MODULE CODE: I2148**

**MODULE TITLE: Employee Communications and Dealing with  
Change**

<b><u>DATE: 04/05/2016</u></b>	<b><u>TIME: 9.30AM</u></b>
<b><u>WRITING TIME: 90 mins</u></b>	<b><u>READING TIME: 5 minutes</u></b>

**INSTRUCTIONS:**

**Answer 2 of the 3 questions**

**PAPER SETTER: Sally Chalmers**

# I2148 Employee Communications and Dealing with Change

Exam paper

4 May 2016

90 minutes with 5 minutes reading time

## **Answer 2 of the 3 questions below**

1. You have just been appointed as employee communication manager in an organisation. This is a new role and the first time this organisation has had anyone in this role. What is your plan for your first few weeks as you will try to find out about the state of employee communication in your new organisation? You should include your objectives for this phase, the actions that you would take and what you want to have achieved by the end of this period. You should also cite and critically analyse theory (including theoretical models if appropriate) which will guide your decisions.
2. The chief executive of your organisation has just told you that the organisation you work for as employee communication officer is closing its operation in a local town. What are the key issues that you need to consider in developing your employee communication plan? You should also cite and critically analyse the theory (including theoretical models if appropriate) which will guide your work.
3. The chief executive of your organisation has asked you, as employee communication officer, to prepare a paper on how the organisation could use digital technology in its employee communication. What are the key ideas that you would include in your paper? You know you need to do more than just list potential digital technology options. You need to be able to advise your chief executive on what would work in your organisation. You should also cite and critically analyse theory (including theoretical models if appropriate) which would guide your work.

**You are reminded of the assessment criteria for this module. Not all criteria are relevant to each exam question but you are encouraged to try to provide evidence against any criteria which you think are relevant.**

- You are able to describe the role of employee communications
- You are able to critically evaluate and synthesise theories and concepts in employee communication and apply them to underpin your employee communication work.
- You are able to make appropriate choices for employee communication techniques, as appropriate to different contexts and based on analysis of information/data
- You understand how employee communication can support effective organisational change
- You understand how to develop appropriate employee communications evaluation strategies
- You can produce a clear and structured argument
- You demonstrate understanding of critical sources and are able to use them to support your work
- Your academic referencing practice is excellent
- Your writing is accurate and uses an appropriate style and your presentation is excellent.