



Queen Margaret University
EDINBURGH

SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT
DIVISION OF MEDIA, COMMUNICATIONS AND PERFORMING ARTS
LEVEL 2 DIET 1
MODULE CODE: I2148
**MODULE TITLE: Employee Communications and Dealing
with Change**

<u>DATE: 03/05/2017</u>	<u>TIME: 9.30AM</u>
<u>WRITING TIME: 90 Minutes</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Answer 2 of the 3 questions

PAPER SETTER: Sally Chalmers

I2148 Employee Communications and Dealing with Change

Answer 2 of the 3 questions below

1. What role can new media technologies play in employee communication?
Use theory and examples to support your analysis.
2. What is the role of employee communication? Use theory to support your answer.
3. How can employee communication assist organisations to deal with employee resistance to organisational change? Use theory to support your answer.

You are reminded of the assessment criteria for this module.

- You are able to describe the role of employee communications
- Knowledge of employee/internal communication theory
- Application of employee/internal communication theory
- Well structured work

End of Paper