



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**

<u>DATE: 25/04/2018</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.

You are reminded of the assessment criteria for this module.

The student's work demonstrates that they.....

Are able to describe the role of employee communication in organisations
Have knowledge of employee/internal communication theory.
Are able to apply employee/internal communication theory to gain insight and develop solutions.
Can produce well-structured work

PAPER SETTER: Sally Chalmers

I2148 Employee Communications and Dealing with Change

Exam paper

date 2018

90 minutes with 5 minutes reading time

Answer 2 of the 3 questions below

1. What arguments would you make for communication expertise being drawn on at the early stages of a change project rather than at the later change implementation stage? Use theory and examples to support your answer.
2. How can employee communication contribute to building employee engagement? Use theory and examples to support your answer.
3. In what way is organisational culture relevant to employee communication? Use theory and examples to support your answer.

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