



Queen Margaret University
EDINBURGH

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

LEVEL 2 DIET 2

MODULE CODE: I2148

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

<u>DATE: 24/07/2018</u>	<u>TIME: 2.00PM</u>
<u>WRITING TIME: 90 minutes</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Please 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

Employee Communications and Dealing with Change – Diet 2

Please answer 2 of the 3 questions below

1. How can employee communication play a role in an organisational change project? Cite and critically analyse theory (including theoretical models if appropriate) and evidence to support your answer.
2. How can digital and social media play a role in employee communication?
3. Macnamara has produced a pyramid model of evaluation which identifies measures at four stages: Input; Output; Outcome and Impact. Give examples of each of these for employee communication (eg what is an employee communication output?) and discuss how you could measure each of these to evaluate employee communication in an organisation.