



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: 02/05/2019</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

Answer 2 of the 3 questions below

1. What is the role of employee communications in organisations today? Use theory and examples to support your answer.
2. How can employee communication support an organisational change programme? Use theory and examples to support your answer.
3. What are the pros and cons of different employee communication channels? Use theory and examples to support your answer.

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
Can identify theories and concepts relevant to employee/internal communication theory.
Are able to apply employee/internal communication theory to underpin their work.
Can produce well-structured work