

ASSESSMENT # 9**Total Marks: 30**

- 1.** Give short answers to the following questions: (24)
- I. What is internal communication about?
 - II. What is the role of internal communication in an organisation?
 - III. How would you differentiate between the strategic and technical internal communication activities?
 - IV. How can employees be segmented within an organisation?
 - V. Outline the basic communication needs of employees in an organisation.
 - VI. Define the term, 'Ethical Communication'
- 2.** Describe the various internal communication channels and their role within the organisation. (6)