

Total Marks: 30

1. Give short answers for the following questions:

(20)

- I. What is the importance of effective communication in an organisation?
- II. When developing a communication plan which factors would be considered?
- III. Explain the importance of careful planning when introducing change.
- IV. Describe the importance of clear communication when changes are taking place.
- V. Describe the types of support that staff may need when improvements are being implemented and how to provide such support.

Case Study

(10)

The IT division is a critical part to the smooth running of the CTC Electronics. Following the roll out of some new systems and plans for further change the business identified the need to develop those on the front line providing technical support in dealing with customer queries or frustrations. The company is now ready to employ the new upgraded system.

Based on above answer the following questions:

- a. Which types of non verbal communication channels are more suitable to convey their message to the staff?
- b. Based on the above information Develop a communication plan showing how the following groups will be informed about the changes in service quality
 - Employees
 - Stakeholders
 - External customers