

- 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)