

Total Marks: 30

1. Give short answers for the following questions: (14)
 - I. What is meant by 'organisation's culture'? Outline the important components of a company culture system.
 - II. How does style of a leadership affect employees' motivations? Does it have any role to play in improving customer service of a company? If so how?
 - III. What is motivation? How is it linked with customer service?
 - IV. What is meant by 'performance management'?
 - V. What is the importance of 'reward and recognition policy in an organisation?
 - VI. What are the three types of incentives in customer service environment? Explain each
 - VII. How can a manager develop framework to monitor and measure performance?
2. What are the eight desires for motivation according to Spitzer? How can a manager help to fulfil these? (6)

Activity (10)

Compare the services of two companies in your area from where you buy products. Produce your findings in a report explaining which of the two is more customers focused and how this is benefiting the company. Also devise ways the other company can improved its services.