

BL-29

L-1

OP10ADN

S43MS
Motivation &
Leadership

Marks: 75

Time: 2 & 1/2 Hours

Notes: -

1. Attempt all the questions.
2. All questions carry equal marks.
3. Attempt any 2 out of A, B and C of each question.

Q1. A) What is Motivation? What are the various features of motivation? (7.5)

B) Describe various tools and methods of motivation. (7.5)

C) Explain Expectancy Theory of Motivation. (7.5)

Q2.A) Distinguish between Eastern and Western Culture. (7.5)

B) Describe various components of work life balance. (7.5)

C) Explain work life balance with its benefits to an individual. (7.5)

Q3.A) Explain the concept of leadership and enumerate any 5 features of leadership. (7.5)

B) Describe trait theory of leadership. (7.5)

C) Explain Path Goal theory of leadership. (7.5)

Q4.A) Write a note on leadership of Dhirubhai Ambani. (7.5)

B) Explain leadership qualities of Mark Zuckerberg. (7.5)

C) Describe various qualities reflected by charismatic leaders. (7.5)

Q5. Study the following case and answer the questions given below:

(15)

Tesco began in 1919 with one man, Jack Cohen, a market stallholder selling groceries in London. TESCO was formed out of a merger with T.E. Stockwell from whom he purchased tea for sale on the stall. The first store opened in 1929. Since then, Tesco has expanded across the world. It now has over 2,200 stores including hypermarkets and Tesco Express outlets to meet different customer needs. As a conglomerate Tesco also offers alternative goods and services such as insurance, banking and online shopping. With net profits of around £3.4 billion Tesco has become the largest British retailer and one of the world's leading retail outlets on three continents. Tesco's growth has resulted in a worldwide workforce of over 468,000 employees. To support its growth, Tesco needs staff that are motivated, flexible and well-trained and who recognize customer needs. In turn, Tesco's employees are supported by the company in their various roles and at different levels - from customer assistants in stores to department managers; from warehouse employees to office and logistics staff. Tesco recognizes that employee motivation is important for the continued growth of the company. Tesco motivates its employees by increasing their knowledge, skills and job satisfaction through training and development and providing relevant and timely reward and recognition.

Questions:-

- a) Give highlights of the case. (05)
- b) How Tesco motivates it's employees? (02)
- c) Describe various techniques in which workers can be motivated. (08)