

Why do people work harder? Motivation theories and methods

AS Level 2.2 Motivation

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Running case: Teratai Hotels, Penang · 60 minutes

How this topic is examined

Paper 1 • Business concepts • 40 marks

Define the term piece rate / job enrichment [2]

Explain one disadvantage of empowerment [3]

Analyse one reason... motivated by status [5]

Essay: Analyse [8] • '...' Evaluate this view [12]

Paper 2 • Business decision-making • 60 marks

Explain the term performance-related pay (line x) [3]

Calculate an employee's pay from a table [3]

Analyse how two theorists' ideas could... [8]

Evaluate whether [business] should introduce PRP [12]

Typical questions on this topic

Define the term motivation. [2]

Explain two advantages to a business of a time-based payment method. [3]

Analyse two non-financial motivators [business] could use. [8]

Evaluate whether Herzberg's two-factor theory could improve motivation in a school. [12]

'Non-financial motivators are the most effective...' Evaluate this view. [12]

By the end of this lecture you can...

- 1 Explain why businesses need motivated employees.
- 2 Explain human needs and how they may or may not be met at work.
- 3 Explain the content theories of Taylor, Mayo, Maslow, Herzberg and McClelland.
- 4 Explain Vroom's expectancy (process) theory.
- 5 Compare financial methods and calculate pay.
- 6 Evaluate non-financial motivators and employee participation in context.

END OF PREVIEW

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