

How do businesses talk to their people, and make them want to work?

Syllabus sections 2.3 Communication · 2.4 Motivation

Dr Moaz Tariq · Cambridge O Level Business 7081

Running case: Meghna Knitwear · 55 minutes

How this topic is examined

Paper 1 · Short answer and data response

Define [2] · Identify [2] / [4]

Outline [4] · Explain [6]

Explain two... Which is best? [6]

Do you think... Justify your answer [6]

Paper 2 · Case study

Explain four ways... / two barriers... [8]

Consider three methods of communication or motivation. Which should the business use? Justify your answer [12]

Typical questions on this topic

Define 'job enrichment', 'job rotation' or 'bonus'. [2]

Identify two levels of Maslow's hierarchy / two hygiene factors from Herzberg's theory. [2]

Explain two possible communication barriers for [business]. [6]

Do you think paying higher wages is the best way to improve motivation? [6]

Explain four ways [business] could increase the motivation of its workers. [8]

Consider three methods of motivation. Which should the business choose? [12]

By the end of this lecture you can...

- 1 Explain why effective communication matters, and the parts of the communication process.
- 2 Compare methods of communication and choose a suitable one.
- 3 Explain barriers to communication and how to reduce them.
- 4 Explain why people work and the benefits of a motivated workforce.
- 5 Explain the theories of Maslow, Herzberg and Taylor.
- 6 Compare financial and non-financial methods of motivation.

END OF PREVIEW

Get the full lecture, notes and exam resources

Full slides, notes handout, revision sheet, practice paper, mark scheme, model answers and answer templates are included with the Exam Masterclass.

Join the Exam Masterclass

gceeducation.com