

**Assessment 3**

**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.