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1st Semester

CASES IN HRM PAPER

Question No.1: Describe motivations theories mentioned in the case, in your own words?

Ans: Motivations theory “the task of discovery through which the individual task that what is the goal of his outcome” so under this theory we are going to explain the compression of the case which is a *virgin media company*.

1. **Introduction and services.** The company is a British company of world cable base which providing TV, Mobil Phone and Home Phone services to the costumers. Which connected to the media?

2. **Motivations Theories Mentioned in The case as under:-** following theories will be discussed on the company mentioned in the case .

(a). **Maslow’s Need Hierarchy Theory;** This theory consist on five mini steps.

1. Physiological Needs. “According to this theory in case the VIRGIN MEDIA company will proved first necessities of life i.e foods, uniforms, environments, shelters and healthy environment etc. The same needs are necessary for survival of life anywhere.

2. Safety Needs. “According to this theory in the case the company will must provide the economics security as well as physical security to the employees for the purpose of engaging of employees for long period

3. Social Needs. “According to this theory of social needs the company will must socialize the employees to in the company campaign ships and belongness etc.

4. Esteems Needs. “As per theory the company administration will deal the employees with polite conversation to impress / attract the employees.

5. Self Actualization Needs. “According to this theory when company provides all the above mentioned needs to the employees. The employees get sure himself that he have a special value in the department due to which employees take keen interest in the company works.

(b). **Management Theory of Frederick Taylor.**

It is a scientific management theory which is also called management theory, emphasize. The company will rewarded the workers for increase of productivities. This theory have four main principles which is given below;-

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1. Science Not Rule of Thumb. “In this principle company will not restrict the employees for a task with one way of outcome or to complete the required task. May be worker have good and accurate idea of completion of required task”.
2. Harmony, Not Discord; “According to this principle the company management will share the ideas with their workers and also will emphasize the ideas of workers in great manner and then will take the main achievement”.
3. Cooperation, Not individualism; “They company management and the employees will cooperate each with each other like family to get their goal/ outcomes”.
4. Development of each and every person of the company will sure the greatest efficiency and prosperities.

(c). **Two Factors Theory.**

1. Hygiene Factors. “it is also known as maintains factor. This factor related to physiological needs, which depends on basic needs of every employees to expected to be fulfill the followings i.e. Salary, company polices and administrative polices, Fringe benefits, physical working condition, status, inter personal relation and Job securities.
2. Motivational Factors. In this factor the company will provide additional benefits to employees for the purpose of superior performance. This factor is also known as satisfiers factors i.e. recognition, sense of achievements, growth and promotional opportunities, responsibilities and meaningfulness of the work.

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Question No.03. Evaluate the effectiveness of Virgin Media's employee engagement strategies?

Answer. **Strategies of the effectiveness of Virgin Media's employee engagement**

The company hope and want that the all employees belong to the concerned company must have knowledge about the working procedures of company. Employees will also knows how to marketing and where the marketing will take place and to handle the human resources.

According to strategies the employees have also must to literate about his inter personal activities due which the same rules connect the company in the rope of success. Every company administration hope that the above instruction must have first priority of all working employees.

Company try to train all the employees about his working like installation and such other activities through company continue to exist up. The trainer provide good and short ways / tracks to the that how can be a heavy work put into a short period with good results. This strategy is helpful to attract female candidates towards company. We studied in this case and drive that this company arranging good career development for care of employees. In this career management development the employees get very important technical skills which help the employees and bear out useful for company future. The VIRGIN MEDIA'S company provides three special kinds of career management development programs for his employees which is given below:-

1. **Serve:** This kind of career management development consist of all those activities which related to supports. The serve also related to the technician supports. Whenever this technical skill get developed in a employees, then the employees automatically learn "how to deal the customers".
2. **Growth:** This kind of career development deals with sale and retailers. When employees gain this skill of development then the employees easily sale their company products.
3. **Support:** In this development all those activities consist which related to finance and health safety. Development of this skill help employees to complete his job smoothly. Safety directly connect to work, whenever safety strong employees bravely and confidently complete his given task. Virgin Media's company assurance the employees for his good health care.

Company have the principle that a company can not remain balance until employees get his complete requirement. Requirement completion of the employees attract on the good work with good manner. Moreover, company create suitable environment to his employees due which employees work frequently. Company facilitate employees for their mutual cooperation with each other.

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Question No.02. Analyse the relevance of employee motivation in achieving customer satisfaction.?

Answer. Motivation is the force which is the way of completion of work / due to which work is done. When employees motivate by a company i.e his basic needs to be provided, then employees will try his best to introduce the company products to the new costumers which directly goes in profit of company.

Lets suppose when a company provides all the basic needs to the employees i.e salary issue on the time, issuance of kites, health cares, medical allowances and such other kinds of requirement on time. The employees will be satisfied from the company and will try more and more hard work to illustrate company upward.

Marketing related a quote "customers is always right" according to this quote employees is the basic unit of a company. Because the word COMPANY means "a group, a team and a party" so the group and team consists of good cooperators with hard work for the success of their team / group. So here a company is also knows for their workers which is the employees. Therefore, it is necessary that the company administration must be careful for their employees good moral. So they will provides appreciate bonuses for keeping the employees happy and satisfied. Satisfaction of employees already effects the sale, employees will work with high expectation and company will get more customers and so this customers raise up company will already get more profit.