In this scenario there are two "**methods of shaping behaviour**” being used Positive and Negative reinforcement. A positive reinforcement is the process of getting something pleasant as a consequence of a desired behavior, to strengthen the same behavior. A negative reinforcement: jjust as people engage in behaviours in order to get positive reinforces, they also engage in behaviours to avoid or escape unpleasant conditions. Terminating an unpleasant stimulus in order to strengthen or increase the probability of a response is called negative reinforcement. achieves sales target.

In my opinion, Bonuses, company-sponsored family events, and sick leaves is a kind of positive reinforcement is given something pleasant as incentives to attract the employees to stay in the company. These occasional reinforcements are introduced at intervals, and can change the employees’ behaviours.

Day-care facilities to female staff and subsidized lunch are, I guess, negative reinforcement as these incentives will save the commute time of the employees and money as compared to other situation when they go outside for day-care and lunch facility. So, these are provided at periodic and regular reinforcement intervals.

**Summary**

In my opinion, Bonuses, company-sponsored family events, and sick leaves is positive reinforcement given something pleasant as incentives.

Day-care facilities and subsidized lunch are, negative reinforcement as these incentives will save commute time of the employees and money as compared to other situation of outside for day-care and lunch facility.