

Roll No. _____

Ajay Kumar Garg Engineering College, Ghaziabad
Department of AS & H
Pre-University Test

Course: MCA

Session: 2024-25

Subject: Principles of Management & Communication

Max Marks: 70

Semester: Ist

Section: MCA-1 & MCA-2

Sub. Code: BMC103

Time: 3Hrs.

OBE Remarks:

Q.No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
CO No.	1	1	2	2	3	4	5	1	2	3	1	2	4	4	5	5	3
Bloom's Level	L2	L1	L4	L5	L4	L5	L1	L5	L5	L4	L4	L5	L4	L4	L2	L2	L1
Weightage CO4: 16																	Weightage CO5: 16

Note: Answer all the sections.

Section-A

A. Attempt all the parts.

(7x2 =14)

1. What do mean by management?
2. What do you mean by unity of command?
3. Distinguish between forecasting and planning.
4. Discuss two advantages of functional organization.
5. Discuss the need of Directing.
6. Describe the meaning of interpersonal communication.
7. Explain the concept of pitch in communication.

Section-B

B. Attempt Any three,

(3x7 = 21)

8. Discuss the nature and importance of management.
9. Define decision-making and explain the process of decision-making.
10. "Planning without control is meaningless" and "control without planning is a waste" Discuss.
11. What are the principles of Taylor's scientific management?
12. Explain Divisional Structure type of organization with their advantages and disadvantages.

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Section-C

C. Attempt all the parts.

(5x7 = 35)

13. Attempt any one.

- a) 'Communication is only effective when we communicate in a way that is meaningful to the recipient'. Evaluate the statement for various barriers of communication process.
- b) Explain the meaning and characteristics of communication. Why communication is important in any business organization?

14. Attempt any one.

- a) Evaluate the process of communication at workplace with the help of a diagram.
- b) What do mean by Grapevine communication? Discuss advantages & disadvantages.

15. Attempt any one.

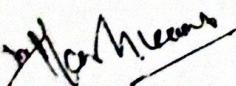
- a) How important is listening in communication? Explain with example.
- b) Evaluate the format of a technical proposal with all the necessary entries in detail.

16. Attempt any one.

- a) What do you mean by report writing? Discuss various types of reports.
- b) Design a resume by creating the necessary details of yourself and a covering letter for your resume.

17. Attempt any one.

- a) Explain and discuss various types of leadership style.
- b) Discuss Maslow's and Herzberg's two factor theory of motivation.


Faculty Sign


HoD Sign

AJAY KUMAR GARG ENGINEERING COLLEGE, GZB.

DEPARTMENT OF AS&H

MODEL SOLUTION - PUT - 2024 - 25 (ODD)

COURSE:- MCA

SESSION 1- 2024-25 (ODD)

SUBJECT:- PRINCIPLES OF MANAGEMENT & COMMUNICATION

MAX MARKS:- 70

SEM:- Ist

SECTION:- MCA 12 2

SUGGESTION: BMIC103

TIME:- 3 HRS.

SECTION - A

Q1:- What do you mean by management.

ANS:- Management is the process of guiding the development, maintenance and allocation of resources to attain organizational goals. Managers are the people in the organization responsible for developing and carrying out this management process.

Management includes the activities of setting the strategy of an organization and coordinating the efforts of its employees to accomplish its objectives through the application of available resources, such as financial, natural, technological and human resources.

Q2:- What do you mean by unity of command?

ANS:- This means an employee should have only one boss and follow his command. If an employee has to follow more than one boss, there begins a conflict of interest and can create confusion.

Q3. Distinguish between forecasting and planning.

Ans:- Planning is deciding in advance what to do, how to do it, when to do it, and who is to do it. It involves setting goals, developing strategies, and outlining the steps needed to achieve those goals. Planning is proactive and focuses on shaping the future.

Forecasting, on the other hand, involves making educated guesses about future events that could affect a company. It uses past data, trends, and patterns to make informed predictions about future events or outcomes. Forecasting is reactive and focuses on adjusting to anticipated events rather than shaping them.

Q4. Discuss two advantages of functional organization.

Ans:- i) SPECIALISATION → Each functional head has authority over activities of the entire organisation with respect to his functional area. He specialises in his area of work and motivates subordinates to perform better.

ii) UNIFORMITY OF OPERATIONS → Uniformity is achieved in working of all the departments through functional authority.

iii) CO-ORDINATION → Each functional manager looks after activities related to his functional area for all the departments and co-ordinates working of the organisation as a whole.

Q.5. Discuss the need of Directing.

Ans:- Directing is a crucial management function that involves guiding, motivating and supervising employees to achieve organizational goals. Direction is needed due to the following benefits it gives to the organisation:-

- i) Initiates Action
- ii) Integrates Group Activity
- iii) Provides Stability and Balance in working of organized activities
- iv) Facilitates Change.
- v) Improves Efficiency.

Q.6. Describe the meaning of interpersonal communication.

Ans:- Interpersonal communication is the process of exchanging information, ideas and feelings between two or more people. It involves both verbal and non-verbal communication, and it can take place in a variety of settings, including face-to-face, over the phone, and online.

Q.7. Explain the concept of pitch in communication.

Ans:- In communication "pitch" refers to the highness or lowness of your voice. It's like the musical notes you hit when you speak. Pitch helps you convey your feeling. A rising pitch can show excitement, while a falling pitch can indicate seriousness or finality. Pitch is just one element of effective communication, but it's a powerful tool that can help you connect with your audience and make your message more impactful.

SECTION - B

Q8:- Discuss the nature and importance of management.

Ans:- Management is the process of planning, organizing, leading, and controlling resources, to achieve organizational goals effectively and efficiently. It is a crucial function in any organization, regardless of its size or type.

NATURE OF MANAGEMENT

- a). Management is a continuous and ongoing set of activities involving planning, organizing, leading and controlling. Management principles and practices can be applied to all types of orgⁿ, whether they are businesses, non-profits, or government agencies.
- b). Management aims to achieve specific orgⁿ goals by coordinating and integrating resources effectively.
- c). Management is an unseen force that guides and directs the efforts of individuals within an organization. Its effectiveness can be observed through the results it produces.
- d). Management must adapt to changes in the internal and external environment to remain effective. It involves making decisions and taking actions to respond to new challenges & opportunities.
- e). Management is both an art and a science. It involves applying knowledge and skills in a creative and practical way, while also relying on data and analysis to make informed decisions.

Importance of management

- (a). Management helps org. define clear goals and develop strategies to achieve them. It provides direction and coordinates to ensure that everyone is working towards the same objectives.
- (b). Management ensures that resources are used effectively and efficiently, minimizing waste and maximizing productivity.
- (c). Management helps organisations adapt to changes in the environment and fosters innovation by encouraging creativity and risk-taking.
- (d). Effective management creates a positive work-environment, motivates employees, and fosters teamwork, leading to increased productivity and job satisfaction.
- (e). Management plays a crucial role in the growth and stability of an organization by ensuring its long-term survival and success.
- (f). By promoting efficiency and productivity, management contributes to economic growth and societal well-being.

Organisations that have strong management practices are more likely to succeed and thrive in the long run.



Q9. Define decision-making and explain the process of decision-making.

ANS:- Decision-making means selecting a course of actions out of alternative courses to solve a problem. It is a process through which managers identify organisational problems and attempt to resolve them.

THE PROCESS OF DECISION-MAKING are as follows:-

- A) IDENTIFY THE PROBLEM:- As a first step to decision making managers identify the problem. Decisions are made to solve problems.
- B) DIAGNOSE THIS PROBLEM:- Managers find cause of the problem by collecting facts and information that have resulted in the problem. Diagnosis helps to define the problem, its causes, dimensions, degree of severity and origin so that remedial action can be taken.
- C) ESTABLISH OBJECTIVES:- Establishing objectives means deciding to solve the problem. The objectives is the end result that managers achieve through the decision-making process.
- D) COLLECT INFORMATION:- In order to generate alternatives to solve the problem, managers collect information from the internal and external environment. Information provides inputs for generating solutions.
- E) GENERATE ALTERNATIVES:- Alternatives means developing two or more ways of solving the problem. Managers develop as many solutions as possible to choose the best, creative and most applicable alternative to solve the problem.

F). Evaluate Alternatives :- All the alternatives are weighed against each other with respect to their strengths and weaknesses. Alternatives are evaluated in terms of acceptable criteria to analyse their impact on the problem.

G). SELECT Alternatives :- After evaluating the alternatives against accepted Criteria, managers screen the non-feasible alternatives and select the most appropriate alternatives to achieve the defined objectives.

H). Implement the alternatives :- Implementation of the alternative must be planned. The selected alternatives should be accepted and implemented by the organisation members.

I) Monitor The Implementation :- The implementation process should be monitored to know its acceptability amongst organisational members. The alternatives should be regularly monitored through progress reports, to see whether the objectives for which it was selected is achieved or not. If yes, such alternative forms the basis for future decision-making.

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Q10:- "Planning without control is meaningless" and "control without planning is a waste". Discuss.

Ans:- Planning and controlling are inter-related to each other.
Planning is a blueprint of the course of action to be followed in future. It is also a mental exercise that requires imagination, foresight and sound judgement. It is thinking before doing. Controlling means comparing the actual performance of an organisation with the planned performance and taking corrective actions.



(*) Both Planning and Controlling are interrelated and interdependent
→ Planning and Controlling are interdependent as planning is useful only when the controlling function is performed and the controlling function starts and ends with a new plan. Controlling is based on planning. If an organisation does not plan its objectives in advance, it will not have any basis or planned performance to compare the actual performance with. Therefore, to perform the controlling process it is essential to first perform the planning process.

Planning without controlling is useless. If an organisation plans its objectives and does not compare the actual performance with the pre-determined goals, or objectives, then there is no use to perform the planning process.

(b). BOTH ARE BACKWARD-LOOKING AS WELL AS FORWARD-LOOKING FUNCTIONS:
→ Planning is a forward looking function, as it provides a plan for the future and is based on future forecasting.

Conditions, Controlling is a back-ward - looking function, as it measures the actual performance of the organisation and compares it with the pre-determined or fixed standards. However, planning is also a backward-looking function because the plans of an organisation are prepared after taking past experiences into consideration.

Similarly, Controlling is also a forward - looking function of management because its basic aim is to improve the future performance of an organisation by taking past experience into consideration.

As the planning process prescribes a firm the course of action, it should take to accomplish the organisational objectives, it is prescriptive in nature. However, Controlling evaluates the actual performance of the organisation and check whether or not the actual performance is up to the desired goals of the firm. Therefore, Controlling is an evaluating process.

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Q11. What are the principles of Taylor's Scientific management?

Ans:- Sciences, NOT THE RULE OF THUMB → Taylor believed that even a small activity like loading paper sheets into boxcars can be planned scientifically. This will save time and also human energy. This decision should be based on scientific analysis and cause and effect relationship rather than 'Rule of Thumb', where the decision is taken according to the manager's personal judgement.

HARMONY, NOT DISCORD → Taylor, indicated and believed that the relationship between the workers and management should be cordial and completely harmonious. Management and workers should acknowledge and understand each other's importance.

MENTAL REVOLUTION → This technique involves a shift of attitude of management and workers towards each other. Mental Revolution demands complete change in the outlook of both the workers and management. Both should have a sense of togetherness.

COOPERATION, NOT INDIVIDUALISM → Manager and workers should have mutual cooperation and confidence and a sense of goodwill. The main purpose is to substitute internal competition with cooperation.

DEVELOPMENT OF EVERY PERSON TO HIS GREATEST EFFICIENCY → The effectiveness of a company also relies on the abilities and skills of its employees. Thus, implementing training, learning best practise and technology, is the scientific approach to brush up the employee skill.

Q2:- Explain Divisional structure type of organisation with their advantages and disadvantages.

Ans:- The divisional organizational structure organizes the activities of a business around geographical, market, or product and service groups. Thus, a company organized on divisional lines could have operating groups for the GUJARAT or GOA, or for commercial customers, or for the green widget product line.

In a divisional structure, people are grouped together based on the product or service they provide, not the work they do.

A divisional organisational structure gives a larger business enterprise the ability to segregate large sections of the company's business into other types. While generally better suited to larger organizations, in some circumstances this formal structure may also benefit a small business. The following are advantages & disadvantages:-

Advantages

- i) SPECIALIZATION
- ii) OPERATIONAL SPEED
- iii) OPERATIONAL CLARITY

Dis-Advantages

- i) SEGREGATION
- ii) WEAKENING OF COMMON BONDS
- iii) LACK OF COORDINATION
- iv) TERRITORIAL DISPUTES.

Q13(a). 'Communication is only effective when we communicate in a way that is meaningful to the recipient.'

Evaluate the statement for various barriers of communication process.

Ans. I am disagree.

This idea that: "Communication is only effective when we communicate in a way that is meaningful to the recipient, not ourselves," comes from the model of communication having arisen from consideration of how communication can be achieved between machines. very useful if you are talking about machines, of course, but what about human being?

How communication most basically works (in machines and human beings) is: Information \rightarrow idea
thus, transfer of information is not necessary for communication to occur, but information cannot exist without a connected idea.

Consequently, every time we use information we are connecting it to an idea, but often we ourselves may be unaware of what that idea is, as our nervous system is doing this kind of communication automatically.

I think it is fair to say that, communication becomes more meaningful whenever ourselves are more aware of ~~too~~ what we are doing, and making an effort to understand our own unconscious ideas.

(Q13) (b) Explain the meaning and characteristics of communication;

Why communication is important in any business organisation?

Ans:- Communication means transfer of information along with understanding. It is the art of developing and attaining understanding between people. It is the process of exchanging information and feeling between two or more people and it is essential to effective management.

CHARACTERISTICS OF COMMUNICATION :-

- i) Communication is a process of sequential order of steps that makes it complete and effective.
- ii) Communication is like flow of blood in human body. As continuous flow of blood is necessary for survival of human body, continuous exchange of information is necessary for survival and growth of the organisation.
- iii) Communication is necessary for business and non-business organisations. It is also important at each level of organisational hierarchy — top, middle and lower levels.
- iv) Communication is not an end. It is a means towards achieving the end, that is, goal accomplishment. It smoothens managerial operations by facilitating planning, organising, staffing, directing and controlling functions.
- v). Communication makes accomplishment of organisational goals possible, it is essential that people understand and like each other. If people do not understand each other's viewpoint, they cannot engage in effective communication.

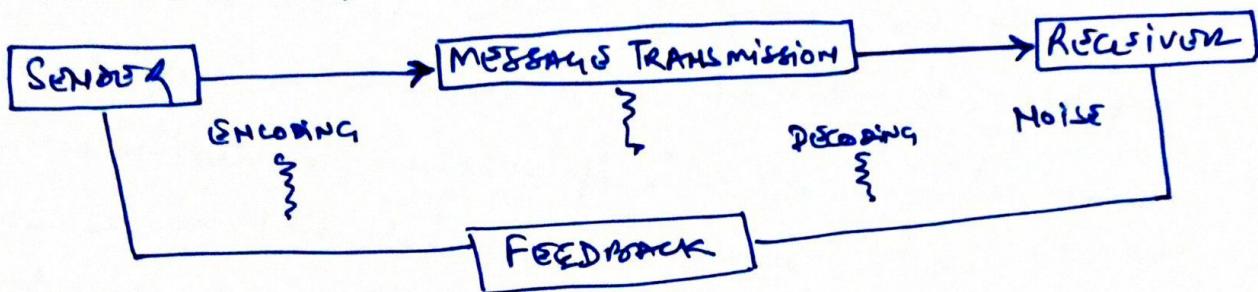
Importance of Communication

- i). COMMUNICATION GIVES SUBSTANCE TO ORGANISATION'S EXISTENCE.
- ii). COMMUNICATION HELPS MANAGERS IN PERFORMING MANAGERIAL ROLES.
- iii) COMMUNICATION FACILITATES INTERNAL FUNCTIONING OF AN ENTERPRISE.
- iv) COMMUNICATION FACILITATES ORGANISATION'S INTERACTION WITH EXTERNAL ENVIRONMENT.
- v). COMMUNICATION BRINGS COMMITMENT TO ORGANISATIONAL OBJECTIVES.
- vi) COMMUNICATION PROMOTES JOB SATISFACTION.
- vii) COMMUNICATION IMPROVES EMPLOYEES' MOTIVATION TO WORK.
- viii) COMMUNICATION FACILITATES COORDINATION.
- ix) COMMUNICATION FACILITATES LEADERSHIP
- x) COMMUNICATION FACILITATES CONTROL



Q14(a). Evaluate the process of communication at workplace with the help of a diagram.

Ans:-



PROCESS OF COMMUNICATION

- i) SENDING → Communication process begins when sender develops an idea or message he wants to transmit. He arranges the idea in a manner that can be understood by that receiver.
- ii) MESAGE → Message is the idea or information that sender wants to convey. He may convey it verbally or non-verbally. Whatever, the form, the message is clearly formed so that objectives is accomplished.
- iii) ENCODING → Encoding means translating the message in words, symbols or gestures. The code should be appropriate to the situation. It should be interpreted by the receiver in the manner intended.
- iv) TRANSMISSION → Transmission involves selecting the medium or channel of communication. Short messages can be transmitted through telephone but lengthy messages should be sent through letters or circulars.
- v) RECEIVER → Receiver is the person or a group of persons to whom the message is conveyed. The message must be designed, encoded and transmitted in a manner that receiver can understand easily. Use of technical words, jargons and symbols be avoided.

- (vi) DECODING : It means giving meaningful interpretation to the message. On receiving the message, the receiver translates the symbols into meaningful information to the best of his ability.
- Communication is effective if receiver understands the message in the same way as intended by the sender. The receiver must, therefore, be familiar with the codes and symbols used by the sender.
- (vii) NOISE :- It represents the disturbance factor in the process of communication. It ~~interfere~~ interferes with effective communication and reduces clarity of the message. The message may be interpreted differently by the receiver.
- (viii) FEEDBACK :- Feedback is receiver's response to the message. The receiver communicates his reactions to the sender through words, symbols, or gestures. It is the reversal of communication process where receiver becomes the sender and sender becomes receiver. Inversely, the receiver responds to the message, communication process will not be complete. Feedback, helps the sender transform his message, if needed. It allows the receiver to clear doubts on the message, ask questions to develop confidence and enables the sender to know efficiency of the message. Feedback makes communication process complete.



Q14(b). What do you mean by Grapvine Communication? Discuss Advantages & Dis-advantages.

Ans:- Grapvine Communication is an informal communication network where information flows freely throughout the organisation. Grapvine is the most common form of informal communication. It connects people throughout the organisation and transmits information in every direction: vertical, horizontal and diagonal. It travels faster than formal communication channel but also carries gossip and rumors along with true information.

ADVANTAGES

- (a) SPEED:- Communication through this channel spreads very fast. It spreads like wild fire throughout the organisation.
- (b). SUPPORTS FORMAL COMMUNICATION CHANNEL:- This channel is an important supplement to formal channel of communication. What cannot be communicated through formal channel, because of time or official constraints.
- (c). NATURES OF INFORMATION:- Information about company's history, moral values and traditions can be transmitted through informal channels better than formal channels.
- (d). FEEDBACK:- Feedback through informal channel is faster than the formal channel.
- (e). HUMAN RELATIONS:- Since, informal channels cut across official positions and hierarchical relationships, they develop healthy relations amongst people in the organisation.

DISADVANTAGES:-

- a). Information Distortion → Since, information is not based on facts, it may be wrong and distorted.
- b). Lack of Authenticity → Informal communication is not authentic. Different people may interpret the same information in different ways.
- c). Problems in fixing Responsibility → Origin of information cannot be ascertained in this channel. It is therefore, difficult to hold anybody responsible for spreading false information.
- d). Incomplete Information → Information filtration and distortion are the common features of informal communication. What is said by first sender is not what is received by the last receiver. There is, thus, incomplete transmission of information.
- e). Lack of Evidence → Informal communication spread by words of mouth. It is not supported by written facts. This makes it often incredible or non-dependable.

2.

Q15.(a) How important is listening in Communication? (Explain with example.)

Ans:- Listening is a crucial aspect of effective communication. It's not simply hearing words, but rather understanding the complete message being conveyed, including the speaker's emotions and intentions. Importance of listening will be clearly understood from the following points:-

- (a). UNDERSTANDING - listening helps us grasp the information and comprehend the speaker's perspective. Without active listening, we may misinterpret or miss crucial details, leading to misunderstanding and errors.
- (b). BUILDING RELATIONSHIPS - when we genuinely listen to others, it shows that we value their thoughts and feelings. This fosters trust, empathy, and stronger connections.
- (c). EFFECTIVE PROBLEM-SOLVING - listening helps us gather all the necessary information to identify the root cause of a problem and develop appropriate solutions.
- (d). CONFLICT RESOLUTION - Active listening can de-escalate conflicts by allowing individuals to feel heard and understood. This can pave the way for finding common ground and reaching a resolution.
- (e). PERSONAL AND PROFESSIONAL GROWTH - listening to feedback, instructions, and ideas from others helps us learn, improve and grow both personally and professionally.

Example of listening :-

Imagine a manager conducting a performance review with an employee. If the manager focuses only on talking and doesn't listen to the employee's concerns or suggestions, the employee may feel unheard and undervalued. This could lead to resentment, decreased motivation, and even resignation.

On the other hand, if the manager actively listens to the employee, acknowledges their contributions, and addresses their concerns, it can create a positive and productive work environment.

In conclusion, listening is an essential skill that enhances communication, strengthens relationships, and contributes to personal and professional success. It requires conscious effort, empathy, and a genuine desire to understand others.



Q16(a) What do you mean by report writing? Discuss various types of reports.

Ans. Report writing is a process of composing a document that presents information in an organized and structured manner for a specific audience and purpose. Reports are generally written to convey information, analyze situations, present findings and offer recommendations.

Types of Reports:-

- (A). Informational Reports: These reports aim to provide factual information without analysis or interpretation. They present data, statistics, and other relevant details on a specific topic.
- (B). Analytical Reports:- These reports go beyond presenting information and delve into analyzing data, interpreting results, and drawing conclusions. They often include recommendations based on the analysis.
- (C). Research Reports:- These reports present the findings of a research study or investigation. They include detailed methodology, data analysis, and conclusions.
- (D) Progress Reports:- These reports track the progress of a project or task. They provide updates on milestones achieved, challenges faced and future plans.

(E). Feasibility Reports:- These reports assess the viability of a proposed project or plan. They evaluate the potential benefits, risks, and costs involved.

(F). Incident Reports:- These reports document specific events or incidents, errors, or violations. They provide a factual account of what happened and may include recommendations for preventing similar incidents in the future.

(G). Financial Reports:- These reports present financial information, such as income statements, balance sheets and cashflow statements. They are used to assess the financial health of an organization or project.

(H). Marketing Reports:- These reports analyze marketing data, such as sales figures, customer demographics, and campaign performance. They provide insights into marketing effectiveness and inform future ~~strategies~~ strategies.

(I). Technical Reports:- These reports communicate technical information, such as research findings, engineering designs, or software documentation. They are often written for a specialized audience with technical expertise.

ANSWER

Q17. A) Explain and Discuss various types of leadership styles.

Ans:- A leadership style refers to a leader's methods and behaviors when directing, motivating and managing others.

Different leadership styles are:-

(A). AUTOCRATIC, AUTHORITARIAN, COERCIVE OR COMMANDING

Autocratic leaders make decisions without seeking input from anyone who reports to them, or anyone at all, usually. It is also known as Authoritarian, Coercive, or Commanding, this leadership style is rarely effective and can lead to low job satisfaction and poor morale. Autocratic leadership can be effective in crisis situations when quick decisions need to be made.

(B). AFFILIATIVE: Affiliative leaders strive to create emotional bonds with their team members and direct reports. This style is focused on building trust within the team and fostering a sense of belonging to the organization.

(C). BUREAUCRATIC: Such leaders are typically found in large, established organizations or highly regulated environments where adherence to strict rules is important. This leadership style stifles innovation among employees and struggles to respond effectively to change.

(D). DEMOCRATIC, FACILITATIVE, OR PARTICIPATIVE: A leader

who employs the democratic leadership style places a high value on the knowledge, skills and diversity of their team. Democratic leaders are excellent listeners, and they develop confidence in their leadership by utilizing the collective wisdom their team has to offer.

(E). Laissez-faire or, DEGEATIVE :- A laissez-faire leader trusts their employees to do what they're supposed to do and offers minimal interference - and direction. Laissez-faire leadership is the least intrusive leadership style.

(F) EMERGENT :- Emergent leadership is a type of leadership in which a team member is not appointed or elected to a leadership role.

(G). PACE SETTING :- A leader is one who leads by example. They set high standards for themselves in the hope that others will follow suit.

(H) STRATEGIC :- Strategic leaders sit at the intersection between "keeping the lights on" - managing a company's day-to-day operations - and capitalizing growth opportunities. Strategic leaders work in a volatile, uncertain, complex and ambiguous environment and are influenced by factors and organizations external to their own.

Q17(b). Discuss Maslow's and Herzberg's two factor principles theory of motivation.

TWS:- Abraham Maslow's hierarchy of needs is one of the best-known theories of motivation. Maslow's theory states that our actions are motivated by certain physiological needs. It is often represented by a pyramid of needs, with the most basic needs at the bottom and more complex needs at the top.

Maslow's hierarchy of needs is a theory of motivation which states that five categories of human needs dictate an individual's behaviour. Those needs are physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs.

Maslow's Theory is a general theory on motivation which states that the urge to satisfy needs is the most important factor in motivation. Herzberg's Theory on motivation says that there are various factors existing at the workplace that causes job satisfaction or dissatisfaction.

The main difference between them is that, the basis of Maslow's theory is human needs and their satisfaction. On the other hand, Herzberg's theory relies on reward and recognition.

Similarities between Maslow's Hierarchy of Need Theory and Herzberg's Two Factor Theory. Both the models fail

to explain individual differences in motivation. Both the models are content model. They focus on identifying needs that motivate people to do something. One of the most popular approaches is Herzberg's two-factor theory. This concept puts forward two factors that motivate employees: job satisfaction and job dissatisfaction. While, these might seem like opposites, they work together in a cycle.

