

# MOTIVATION

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### Concept of Motivation:-

Ans:-The practice of motivating an individual to execute their assigned job to the best of their ability is known as motivation. People are motivated to complete specified tasks in order to meet their requirements. As a result, the management must give incentives for employees to meet their needs. It is critical to meet both financial and non-financial requirements. People take action to meet their basic and social needs.

According to William G. Scott, "motivation is a general term applying to the entire class of drives, desires, needs, wishes and similar forces that induce an individual or a group of people to work."

Manager must have knowledge why and how people act in accordance with requirement.

### **1. Explain the Process of Motivation?**

**Ans:-** Motivation is a process that starts with a physiology and psychological deficiency or need that activates behavior that is aimed at a goal or incentives. Therefore, as process motivation can understand as relationship among needs, drives, and incentives. The processes of motivation are as follow:-

#### **i. Needs:-**

**Ans:-** When there is a physiological and psychological imbalance in humans, needs are developed. Needs are the first step in the motivation process.

**Human beings have an infinite number of demands since satisfying one produces a desire for another.** For the fulfillment of unlimited need people do performance, this is the major concern of every manager of the organization.

**ii. Drives:-**

**Ans:-** Drives are action part of motivation process. When people have needs they do activities for fulfillment of needs. Drives are set up to make easy to fulfill needs they are the major step of motivation process. For example, when people are in desperate need of food, they form a hunger strike. People engage in any kind of performance to satisfy their hunger. When they engage in any activity, it yields a reward and aids in the acquisition of food to alleviate hunger.

**iii. Incentives:-**

**Ans:-**The end of the motivation cycle is the incentive. It aids in the fulfillment of needs and the reduction of drive. When people are given incentives, it aids in the restoration of bodily and psychological equilibrium. People engage in any activity that delivers a return in terms of incentive when they are in need of food, for example. When they are given monetary incentives, they purchase food.

The motivation process consisting of needs drives, and incentives are inter-related and continuous up to functioning of the organization. People have unlimited need, for the fulfillment of needs they are motivation to involve any kind of activity on the basis of their knowledge and efficiency. It facilitates to earn remuneration in terms of incentives, when helps to fulfill needs.

**2. Explain the Importance of Motivation?**

**Ans:-** Motivation plays significant role for effectiveness of managerial functions. Some points of importance of motivation are as follows:-

- i. Understand Behavior**
- ii. Improve Productivity**
- iii. Improve Quality**
- iv. Retain Employees**
- v. Promote Creative**
- vi. Better work Environment**

**i. Understand Behavior:-**

Ans:- Motivation is important to understand the behavior of subordinates at work. Employee behavior is influenced by motivation. It gives behavior meaning and direction. It motivates people to take action in order to achieve their objectives.

**ii. Improve Productivity:-**

Ans:- Motivation improves productivity. Motivation employee work willingly to increase performance. Rewards can be based on performance. Resources can be better utilized to increase efficiency.

**iii. Improve Quality:-**

Ans:- Motivation employees improve quality. They adopt better work methods. They minimize waste and scrap. Total quality management is facilitated.

**iv. Retain Employees:-**

Ans:- Motivation helps to retain quality employees. Motivated employees are committed employees. They are loyal to the organization. They have a sense of pride to stay in the organization. Increased motivation reduces employee turnover. The number of employees leaving the organization goes down.

**v. Promote Creative:-**

Ans:- Employee creativity is boosted by motivation. Employees who are motivated are more creative and imaginative. They are quick to

pick up new technology. They adjust to changes in the environment. The management of change is made easier.

**vi. Better work Environment:-**

**Ans:-** Motivation makes work environment better. Employee discipline improves. Employee grievances absenteeism goes down. accident decrease. Labour relations become harmonious.

**3. Describe the Techniques of Motivation?**

**Ans:-** Motivation is the process of encouraging and motivating subordinates to dedicate their full attention to improving organizational efficiency in order to meet organizational goals. To encourage employees, management may adopt a variety of methods. The following are the common techniques of motivation to employees:

- i. Financial incentives**
- ii. Participation**
- iii. Delegation of authority**
- iv. Job security**
- v. Job enlargement**
- vi. Job enrichment**
- vii. Job rotation**
- viii. Quality of work life**
- ix. Competition**

**i. Financial incentives:-**

**Ans:-** Employees require financial incentives to meet their fundamental and additional physical requirements. It's critical to give employees cash incentives based on their productivity and job responsibilities. Encourages employees to improve their performance. These facilities help to retain productive employees.

**ii. Participation:-**

Ans:-Employee involvement in planning and decision-making is referred to as participation. Employees feel a sense of belonging when they are included in the decision-making process. Employee participation is one way to build initiatives. Participation encourage brainstorming which helps in developing innovative ideas to solve complex problems.

**iii. Delegation of authority:-**

Ans:- Delegation of authority entails delegating a portion of work to subordinates and granting them the authority they need to complete the task efficiently. It aids in the development of a sense of commitment to the work among subordinates. It helps in training and development of subordinates. It helps to develop high moral and motivation of subordinates.

**iv. Job security:-**

Ans:- The feeling of job security is one of the techniques of employee motivation. When employees have feeling of job security they devote service in the organization for the long time. They enjoy economic and social security through health and welfare programs, security against sickness, disability, and old age provision.

**v. Job enlargement:-**

Ans:- Job enlargement refers to giving employees new responsibilities at the same level. Employees carry out a greater variety of tasks at the same level. Job expansion permits children to put their thoughts to work and allows them to do a variety of tasks on their own.

**vi. Job enrichment:-**

Ans:- Job enrichment is concerned with providing higher level job responsibility. Employees are empowered to assume some tasks typically done by their managers. It increases freedom, responsibility, and independence.

**vii. Job rotation:-**

Ans:- Position rotation is the process of moving a person from one job to another. By diversifying the activities of the workforce, it lowers boredom and apathy. Workers benefit from job rotation because they learn to do a variety of activities that are required for unit work.

**viii. Quality of work life:-**

**Ans:-** Quality of work life is an attempt to develop a formal program to integrate employee needs and well-beings with the intention to improve productivity. It supports highly democratic treatment of employees at all levels and participates them in decision making process.

**ix. Competition:-**

**Ans: Developing a sense of rivalry among employees is a crucial approach for motivating them. Sales, production, and safety measures are all examples of areas where competition exists. Employees, on the other hand, must compete in a constructive manner.**

**4. Explain the Maslow's Needs Hierarchy Theory?**

**Ans:-** Maslow advocated Hierarchy of Needs theory. It states that needs motivation individuals. Human needs have a hierarchy. A person progresses step-by-step up the needs hierarchy.

The basic assumptions of Maslow's theory are:-

**a. Man is a Wanting Being:-**

**Ans: One of the most effective ways to motivate staff is to create a sense of competition among them. Competition can be seen in a variety of sectors, including sales, production, and safety measures. Employees, on the other hand, are expected to compete in a positive manner.**

**b. Satisfied Needs do not Motivate:-**

**Ans:-** A satisfied need does not motivate. The degree of need satisfaction varies from person to person.

**c. Needs have a Hierarchy:-**

**Ans:-** Human needs are arranged in a hierarchy. Needs are satisfied in an order.

The explanation of Maslow's need hierarchy theory is as follows:-

**i. Physiological Needs:-**

**Ans:-** physiological needs are also known as basic needs. Physiological needs are basic needs which involve food, shelter, and clothing. They are common to all individuals. Employees with this level of need can be motivated by paying them enough money and giving other financial incentives to meet their basic needs.

**ii. Safety Needs:-**

**Ans:-** They consist of needs for protection from physical and economic harm. In organizations, provident fund, pension, and health insurance satisfy safety needs.

**iii. Social Needs:-**

**Ans:-** They consist of needs for affection, belongingness, friendship, and social acceptance. In organizations, informal groups and friends at work satisfy social needs.

**iv. Esteem needs:-**

**Ans:-**They can be both internal and exterior in nature. Self-respect, autonomy, and advancement are all examples of internal esteem demands. Status, acknowledgment, acclaim, and prestige are all examples of external esteem needs. Position titles in organizations meet these requirements. In Nepal, a leader wants his staff to say "Namaste."

**v. Self-Actualization Needs:-**

**Ans:-**Individuals at this level seek challenges and innovative work in order to grow and advance personally. Individuals who have achieved self-actualization are creative, independent, spontaneous, and have a good sense of reality. Management can motivate such employees by providing independency, creative and challenging works. In fact, such workers expect decision

making position.