

Q2 → Motivation is core of management" Discuss the importance of motivation in the light of this statement.

Ans → motivation plays an important role in the success of management. That is why it is said that 'motivation is core of management'. Following points clarify the importance of management:

(i) Improves Performance level:

The ability to do work and willingness to do work both affect the efficiency of a person. The ability to do work is obtained with the help of education and training and willingness to do work is obtained with the help of motivation.

(ii) Reduction in Employee turnover:

The reputation of an organisation has a negative attitude. They always think that doing more work will not bring any credit. A manager uses various techniques to change this attitude.

(iii) Reduction in Employee turnover:-

The reputation of an organisation is affected by the employee turnover. A lot of time and money is wasted in repeatedly recruiting

employees and giving them education and training.

Help to Reduce Absenteeism in the organization:-

In some of the organisation, the rate of absenteeism is high. There are many cause for this - Poor work conditions  
Poor relations with colleagues and superior  
no recognition