1.5 Motivation Theories: Taylor, Maslow, Herzberg and Job Design: 10-minute Pack

AQA 7132 · Calculators not allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Short answers may be brief sentences. For the longer 9-mark question write in full sentences and give a clear judgement. Show any working for calculations.

1 Match the theorist to the idea. For each letter write A, B, C or D next to the correct theorist name for GreenLeaf Cafe staff motivation.

(a) Taylor - scientific management: a) payment by piece rate; b) managers design tasks and monitor speed; c) employees progress through a hierarchy of needs; d) hygiene and motivator factors **(1)**

(b) Maslow - hierarchy of needs: which idea matches? a) payment by piece rate; b) managers design tasks and monitor speed; c) employees progress through a hierarchy of needs of five levels; d) hygiene and motivator factors **(1)**

(c) Herzberg - two-factor theory: which idea matches? a) payment by piece rate; b) managers design tasks and monitor speed; c) employees progress through a hierarchy of needs; d) hygiene factors separate from motivators **(1)**

(d) Which matches the idea 'payment by piece rate and close supervision to increase output' for a cafe workforce? a) payment by piece rate; b) managers design tasks and monitor speed; c) employees progress through a hierarchy of needs; d) hygiene and motivator factors **(1)**

(Total for Question 1 is 4 marks)

2 State one advantage of job rotation for employees at GreenLeaf Cafe.

(Total for Question 2 is 1 mark)

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3 Define 'scientific management' as proposed by Frederick Taylor in the context of a small business like GreenLeaf Cafe.

(Total for Question 3 is 1 mark)

4 State the number of levels in Maslow's classical hierarchy of needs as commonly taught in business studies, and name the top level for employees at GreenLeaf Cafe.

(Total for Question 4 is 1 mark)

5 Identify whether the following is an example of a Herzberg hygiene factor or a Herzberg motivator in the context of GreenLeaf Cafe: 'an increase in hourly pay'.

(Total for Question 5 is 1 mark)

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Mark scheme · 1.5 Motivation Theories: Taylor, Maslow, Herzberg and Job Design: 10-minute Pack

Question 1

(a) B cao **B1**

(a) Answer: B

(b) C cao **B1**

(b) Answer: C

(c) D cao **B1**

(c) Answer: D

(d) A cao **B1**

(d) Answer: A

Question 2

reduced boredom and increased skills/versatility cao **B1**

Answer: It reduces boredom and increases employees' skills and versatility.

Question 3

a concise definition: managers analyse tasks to find the most efficient method and closely supervise workers, sometimes using financial incentives **B1**

Answer: Managers scientifically analyse tasks to find the most efficient method and closely supervise workers, often using pay incentives.

Question 4

five levels and self-actualisation as the top level cao **B1**

Answer: Five levels; the top level is self-actualisation.

Question 5

hygiene factor cao **B1**

Answer: Hygiene factor.

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