

Semester ‘Fall 2011’

‘Introduction to Business (MGT211)’

Assignment No. 02

Marks: 30

Shams Auto (Pvt) Ltd. is in business of car dealership. Company employs 150 salespeople taking telephone orders and making calls to potential customers to perform the selling functions. Management of the company thinks that it treats its employees well. The offices they work in are well lit, warm but not too hot, the market-based salary is offered and, the supervisors are polite and keep checking the work of the employees. The employees are told what to do and have no opportunity for promotion. There is no recognition for employees (as desired) who have done well in their jobs. The management is worried because the workers do not seem to be happy and have not increased their productivity. Due to this, there is also a high employee turnover.

Requirements:

After carefully reading the above case you need to think as the independent management consultant for Shams Auto (Pvt) Ltd. and answer the following questions:

Question No. 1

(15 Marks)

Why do you think workers/employees are not happy at Shams Auto (Pvt) Ltd?

Question No. 2

(15 Marks)

What measures should be introduced to make employees happy at Shams Auto (Pvt) Ltd?

Important Tips

1. **This Assignment can be best attempted from the knowledge acquired after watching video lecture no. 01 to lecture no. 27 and reading handouts as well as recommended text book).**
2. **Video lectures can be downloaded for free from www.youtube.com/vu**

Schedule

Opening Date and Time	23 December, 2011 At 12:01 A.M. (Mid-Night)
Closing Date and Time	29 December, 2011 At 11:59 P.M. (Mid-Night)

Note: *24 Hrs extra / grace period* after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

Important Instructions:

Please read the following instructions carefully before attempting the assignment solution.

Deadline:

- **Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.**

Formatting guidelines:

- **Use the font style "Times New Roman" and font size "12".**
- **It is advised to compose your document in MS-Word 2003.**
- **Use black and blue font colors only.**

Solution guidelines:

- **Give the answer according to question, there will be negative marking for irrelevant material.**
- **For acquiring the relevant knowledge don't rely only on handouts but watch the video lectures and use other reference books also.**
- **Provide all calculation, only answer figure will not be appreciated.**

Rules for Marking

Please note that your assignment will not be graded or graded as Zero (0) if:

- **It has been submitted after due date**
- **The file you uploaded does not open or is corrupt**
- **It is in any format other than .doc (MS. Word)**
- **It is cheated or copied from other students, internet, books, journals etc...**
- **Please install adobe reader to view the assignment**