

**St. Mira's College for Girls,  
(Autonomous-Affiliated to Savitribai Phule Pune University)**

**Class: TYBCOM**

**Subject: Marketing-II**

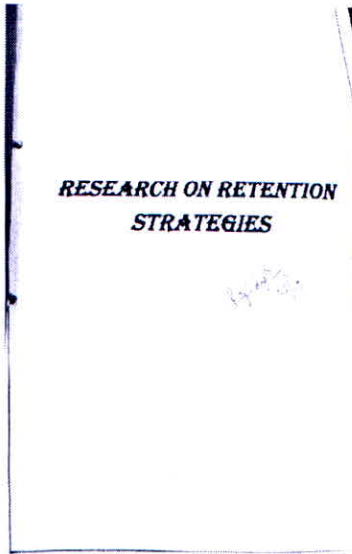
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**Unit 1, 2, 3, 4**

**Skill Development - Analytical Skills, Research Skills, Critical Thinking**



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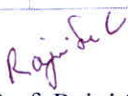
The conclusion that can be drawn from the surveys is as follows:

- The role of senior management is really important in employee engagement programs as they have to act as the sponsor of the scheme that the commitment level remains high throughout the organization toward these schemes.
- Employees like to feel that there is someone to whom they can turn for advice if they need it. The workplace environment should have a culture where people are working more as a team and the role of the supervisor is to act as a helping hand rather than being a taskmaster.
- Employee engagement is all about making employees "feel involved and valued" as such if the company does not provide its employee a fair chance to grow and their suggestions and opinions are not encouraged then the company is bound to loose its market share heavily.

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