**Motivation – Non financial – Past paper question**

Dave knew that they would have to generate a relatively high volume of sales if the venture was to be successful, and with this in mind, he increased his marketing expenditure by 75% compared with the previous year. He decided to place adverts in two of the UK’s leading music magazines and to contact directly all the existing customers on his database. He also decided to have the ukuleles prominently displayed on their stalls at any music trade exhibitions. If the hoped-for volume in sales was to be reached, the manufacturing team would have to work very hard and Dave decided to introduce a team bonus scheme if they attained the targets set.

**Evaluate the decision to introduce a team bonus scheme for the workers manufacturing the ukuleles. [8]**