

CAUSES OF TURNOVER RATE OF SALES FORCE AT EFU LIFE ASSURANCE COMPANY

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



FALL, 2015

Bahria University Karachi Campus



MBA Thesis
2nd Half-semester Progress Report & Thesis Approval
Statement

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	24-01-2016	Supervisor Office	Discussion on analysis part	Abida Naseem
6	14-02-16	Supervisor office	conclusion and recommendations and critical debate	Abida Naseem
7	28-02-16	Supervisor office	Review of whole thesis.	Abida Naseem

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 9% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: [Signature] Date: 2/3/2016

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Abstract

Purpose of the study:

The study was conducted to identify the impact of causes of turnover rate of sales force at EFU Life Assurance Company. For this purpose five independent variables were identified i.e. commission based remuneration, working hours, working environment, managerial support and job security. The impact of all these was identified on turnover rate.

Research method/sampling:

For this explanatory research, non-probability convenience sampling technique was used and quantitative data were collected. A sample size of 300 respondents was taken for the data collection. Data were collected with the help of a research instrument "Questionnaire" which was prepared on a five point likert scale.

Findings of the research:

Findings of research show that, all the five hypotheses of this research were accepted. Which shows that there is a significant impact of commission based remuneration, working hours, working environment, managerial support and job security on employee turnover rate?

Practical implications of the research:

Practical implications of the research shows that all the variables that were chose for this research are very important to control employee turnover rate as high turnover rate is not in favors of the organization. Job security contain higher importance so organizations should focus of that areas the most

Keywords: Commission based remuneration, working hours, working environment, managerial support, job security, turnover rate.

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