

UNDERSTANDING THE ROLE OF RELATIONSHIP MARKETING FOR INCREASED CUSTOMER RETENTION IN FMCG SECTOR

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



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IMPACT OF INTRINSIC REWARDS ON EMPLOYEE RETENTION IN MCB BANK

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	18 Sep 25 Sep 9 Oct	cubicle	Discuss Topic " variable variable & introduction	<u>Danish</u>
6	16 Oct 6 Nov 13 Nov	cubicle	Literature Review Literature Review Data Analysis	<u>Danish</u>
7	4 Dec 11 Dec	cubicle	Data Analysis Conclusion and Recommendation	<u>Danish</u>

APPROVAL FOR EXAMINATION

Candidate's Name: Danish Salehuddin Registration No. 31369
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In M&B Rank

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 12.1% 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: _____ Date: 10/03/16

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Head Of Department Signature: _____ Date: _____

Abstract

Purpose: Service sector in Pakistan is always been a milestone in the economic development and among the financial market, banking sector is one of the fastest growing sector, which is providing quality service to the customer and fulfilling the ultimate goal of bank.

Comparing with the other financial sectors of Pakistan, we can easily see that banking sector is one of most powerful sectors and Karachi is the hub of all main monetary activities in Pakistan. Banking sector is the fastest growing sector and is growing with continuous and remarkable rate. The main reason for this is that, in banking sector, employees are considered as an asset of an organization. Banking sector always try to discover the factors that satisfy their employees in an effective manner while keeping in view organizational aims and goals. The main objective of my research is to find out the impact of intrinsic rewards on employee retention in MCB bank Karachi.

Sample: Information is collected with the help of questionnaire from a sample of 50 employees who work in MCB bank. Version 20 of SPSS is used for an appropriate examination of data. The relation between employee retention (dependent variable) and intrinsic rewards (independent variables) measures with the help of regression as in the model there are more than one independent variables i.e. employee participation, employee empowerment and employee recognition.

Finding: The finding of my study shows that intrinsic rewards have a positive relation with employee retention. Pie charts are made for other aspects for the purpose of determining satisfaction level of employees. These aspects are also helpful to retain employees.

Practical implication: This research will help the readers to determine which intrinsic factor helps employees to retain in MCB Bank along with which factor is more considerable.

Keywords: retention in MCB bank & intrinsic rewards

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