

## Assignment 2-05

Que 1: Explain the Maslow need hierarchy theory of motivation.

Ans: Probably the most widely known theory of individual needs and motivation was developed by Abraham Maslow, who was a psychologist. He suggested that individuals have a complex set of strong needs. Human needs have a certain priority. When people's basic needs are satisfied, then they try to satisfy their higher needs. Maslow stated that people have five levels of needs. The hierarchy of these needs is as follows:

- i) Physiological needs (Basic needs, food, clothing, shelter)
- ii) Safety needs (Security of job, income)
- iii) Social needs (Belongingness needs, love affection, friendship)
- iv) Esteem and status needs (Recognition, power)
- v) self-actualisation needs (Personal achievement)

Que 2: What is motivation? Explain the theory of motivation?

Ans: Motivation is an ~~part~~ art of stimulating someone or oneself to get a desired course of action, to put the right button to get desired action.

→ There are following theories which try to answer this in their own way:

1. Maslow's need hierarchy theory:  
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- i) Physiological needs
- ii) Safety needs
- iii) Social needs
- iv) Esteem and status needs
- v) Self-actualisation needs.

## 2. Herzberg's theory of motivation!

Frederick Herzberg developed the motivation theory which is known as the two factor theory. Herzberg conducted interviews of 200 engineers and accountants. He found that there are two sets of needs.

- i) Hygiene factors.
- ii) Motivational factors.