

NAME :- ARYAN YADAV  
Programme :- Btech CSBS  
Roll no :- A041

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Mid-term-01  
BCVS

Q13. In Maslow's Hierarchy of needs  
The following needs are discussed :-

- physiological needs
- Safety needs
- Social belonging
- Esteem
- Self-actualization

Maslow's need Hierarchy is a good structure that concludes the needs of human beings and how they get motivated by the fulfillment of the needs.

It basically suggests that the need to be fulfilled are physiological needs like a person will have basic needs such as food, water, clothing etc. if they do not have that they are motivated & fill these are satisfied.

then the next is safety needs, once they are satisfied with the physiological needs then they look on to the safety needs. like house where he or she cannot be robbed easily and can struggle for

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life. As we go up in the structure we come across belonging needs these are the society and friends needs. So you can get a good motivation among them.

Esteem needs are the next is a serious need as respect others. They want respect of others to be happy and motivated.

Here, comes the final stage is self-actualization, when all the needs of food, shelter, money and ~~sex~~ respects are satisfied. This need comes enlightened ~~for~~ where a person looks for peace and tranquility.



Q3 We can use SWOT analysis to grow our business (Strengths, weaknesses, opportunities, threats)

- A SWOT analysis is a compilation of our company's strength, weaknesses, opportunities and threats.

The objective of a SWOT analysis is to help organization develop a full awareness of all the factors involved in making a business decision.

We can perform SWOT Analysis in any sort of action in a company, whether we are exploring new initiatives, reexamining internal policies.

By using this analysis we can discover recommendations and strategies, with a focus on ~~less~~ leveraging strength and opportunities to overcome weaknesses and threats.

eg:- a guy who was a partner at a Scholefield construction law, was heavily involved in creating a SWOT analysis for his firm. he provided every detail of his analysis in a template format daily and that was used to clear all his disputes.

His analysis included all the 4 major factors. i.e. strengths, weaknesses, opportunities and threats.