

Q1) As per Maslow's need hierarchy of needs are

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

Maslow's hierarchy of needs is a motivational theory in psychology. In this theory, higher needs in hierarchy begin to emerge when people feel they have sufficiently satisfied the previous need.

Maslow ~~proposed~~ proposed that human needs can be organised into a hierarchy. This hierarchy ranges from more concrete needs such as food & water to abstract concepts such as self fulfillment.

According to Maslow, when a lower need is met, the next need on the hierarchy becomes our focus of attention. These needs have a clear precedence as per Maslow and accordingly people get motivated.

Q37 A SWOT analysis is a compilation of your strengths, weaknesses, opportunities and threats

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

SWOT analysis can be done before you commit to any company action, whether one is exploring new initiatives ~~or~~, revamping internal policies ~~or~~ considering opportunities to pivot or altering a plan midway through its execution

A SWOT analysis focuses on 4 elements of the acronym, allowing people and companies to identify the forces influencing a strategy, action or initiative

For eg SWOT analysis of McDonalds

Strength

- Brand value
- Product range
- Brand name
- promotional strategy

Weakness

- limited vegetarian options
- Food quality perception
- queues during busy periods

opportunities

- Expansion into vegetarian market
- McDonald's cafe

Threats

- ⇒ Other fast food retailers such as KFC, Subway & Burger King.