

Set II

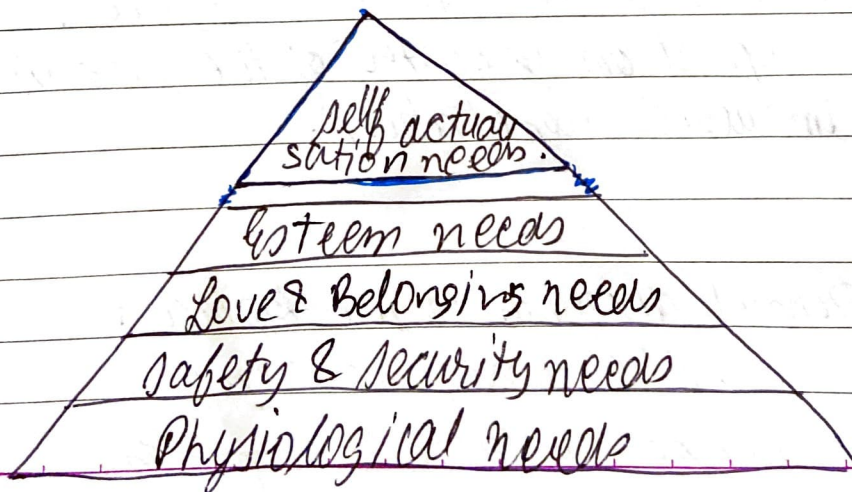
Q1 Maslow's theory of Needs.

Maslow's Theory of needs is a motivational theory that describes a five pyramid model of human nature describing what needs are to be addressed in order to motivate an individual towards his/her work. ~~It was~~ The lower down hierarchy must be satisfied first in order to and then the higher level needs.

The order of needs are as follows:

1. Physiological needs: These are the needs that are essential for the human survival. These needs may include food, shelter, clothing, sleep and warmth. These are the most important ones according to the Maslow and if not done, can lead to low levels of motivation.
2. Safety and security needs: These are next in order of the pyramid and caters to the safety needs and security needs of an individual. People require order, predictable future, emotional security, financial security, etc.

3. Love and Belonging needs: After safety needs comes the love and belonging. It involves feeling of belongingness. The need of love and belonging ^{in that it} provides motivated behaviour due to felt important and needed in an organisation. The need for respect is most important next is this need [to get love from friends, family & at work]
4. Esteem needs: These needs relate to ~~esteem~~ esteem and dignity of oneself. To get the required respect and understanding from colleagues, ~~or~~ superiors, etc.
5. Self actualisation needs: These needs relate to the realisation of self potential and fulfillment. It is the last and top of the ~~the~~ Maslow's needs pyramid of needs and ~~and~~ in this he tries to seek personal growth and a desire to accomplish ~~a~~ every thing.



AOO 2

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What is diversity

Diversity is defined as the characteristics and features that make ~~us~~ an individual different from another. In a workplace, diversity is a group or team of people ~~work~~ belonging to different ~~late~~ caste, creed, colour, gender, etc work together for the growth of the organisation.

Benefits of Diversity are :

- Increased creativity and ^{from} productivity : when people work ~~for~~ different cultures together, they provide different ideas which helps in working on a project or ~~or~~ anything ~~the~~ other work.
- Greater range of perspective due to different culture ~~people~~ working together.
- Increase in sales revenue and greater market value and in total a positive ^{or} effect on growth of the organisation, improved reputation.

Then

Limitations of diversity in workplace :

- Higher level of dissatisfaction.
- More number conflicts and fights.

- Increased absenteeism
→ Lower levels of quality of work produced
→ Increase in employee turnover.

~~Example for this~~
Example for benefits:
When people

Example for benefits & limitations:
When people from different cultures and background work together, they bring out positive & creative ideas and also provides increased levels of productivity. In case of Samsung, most of its ~~employees~~ superiors are based outside India and they try to cover up the same by talking to their employees in India using English as common language and try to address to each employee's problem efficiently.

But sometimes it might happen that due to cultural barriers and, there may be a miscommunication between employees and ~~sup~~ superiors which may lead to conflicts and employee dissatisfaction, lower levels of motivation, which in turn can lead to bad reputation of the company.