

## BCVS Mid Term-1

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1. Explain Diversity at workplace, its benefits & limitation with examples.

Ans. Diversity is all characteristics and quality in an individual that distinguishes two of them. It includes various races, religions, castes, gender, ethnicity, age, economic growth and other characteristics.

A diverse workplace is the one which includes a mix of people i.e. a diverse culture and provides diversity training to its employees.

Benefits of Diversity :

- Better Innovation and Creativity : People from different cultural & background bring better idea as the thinking pattern differs.
- Great customer experience : Diverse workforce can understand wider customer ratio.
- Makes the workforce more productive
- Increased Sales revenue, more customers, greater profits
- Helps to build synergy in teams : Brings a positive outlook and a common problem with diverse workforce solves faster with co-ordinated processes.

Limitations:

- There could be conflicts on basis of interests.
- Problem of disunity could arise due to the presence of people from different background.
- Communication gap or miscommunication could arise in case of different linguistic background.
- Could result in unproductivity as people diverse in nature could have different views and could not reach a common ground and team spirit hampered.
- Problem of bureaucracy can occur due to divergent views.

Q3. Explain SWOT Analysis.

Ans. SWOT analysis is a technique of studying about a company and business in order to identify the positive and negative features and make defensive or attacking strategies based on the outcome.

**S- Strengths** : These are the positive features that are in control and based on internal factors and distinguishes one company from another.

**W- Weakness** : These are negative features internal to organization that need to be enhanced in order to minimize or prevent any future risks.

**O- Opportunities** : These are the possible ways in which a company can attract people due to external factor and how business could prosper.

**T- Threats** : These are external factors that can place business at risk. It is always required to have plans to avoid threats.



Example : SWOT ~~Ann.~~ Analysis of Myntra.

### S - Strengths

- Merger with flipkart provided a boon to business
- No questions asked for returns
- Good advertising
- End of Season Sale

### W - Weakness

- High competition with service providers like amazon.
- Future profitability is limited
- Small business units
- Lack of proper ~~inst~~ infrastructure

### O - Opportunities

- Keep reward points for shopping
- Special festive offers can be provided in festivals
- Technology advancement
- Expansion to global markets.
- Opening of outlets for exchange and enhanced ~~use~~ customer experience

### T - Threats

- Server failure in case of web-based shopping
- Rising cost of raw materials
- Intense competition and ~~the~~ bargaining problem could divert customers to other possible alternatives.