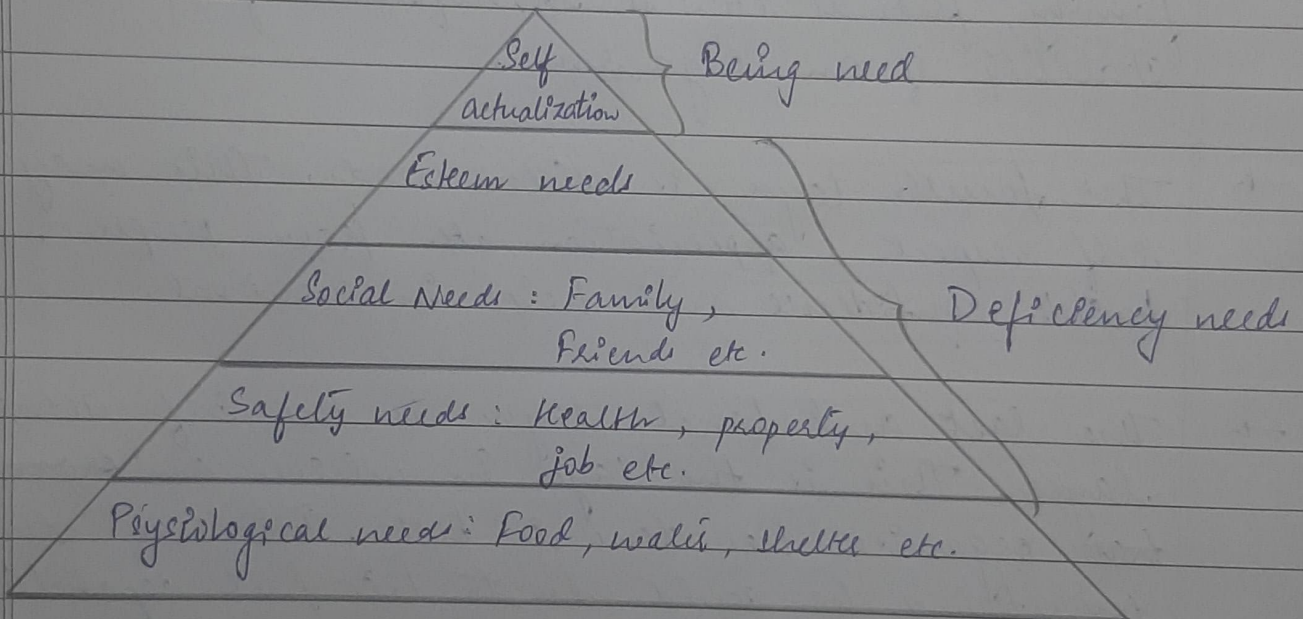


Ans1

A need is something that is necessary for an organism to lead a healthy life. Maslow's hierarchy of needs ~~classif~~ describes different kinds and levels of needs that an organism has requires. It is in the form of a pyramid. It starts with Psychological needs and ends with Self actualization.



- The bottom layers ~~2~~ are the most basic needs.
- It is a 5 layer pyramid.
- The ~~last~~ ^{first} layer is the Psychological needs which ~~2~~ are the most basic needs that are required for an organism to survive like food, shelter, water etc.
- The second ~~last~~ layer is Safety needs which are required for a person to survive. This may

include health, property, jobs etc. They are necessary for survival in the society. It is require to stay safe.

→ The third layer is ~~safety~~ ^{social} needs which are required for a person to stay survive in the

→ The third layer is social needs. This may include family, friends etc. It is required for emotional stability of an organism.

→ The fourth layer is esteem needs. This may self respect, appreciation etc from people. It builds confidence and helps in survival.

→ The last and final layer is the self actualization layer. This is the layer in which an ~~organization~~ ^{organism} has done its best. He has done everything he could do to his full capability. It may include problem solving, creativity etc.

→ It is not necessary that an organism goes layer by layer. Sometimes the organism has already achieved the above layers but not the below ones completely.

Ans 3

SWOT Analysis

- SWOT stands for strengths, weaknesses, Opportunities and Threats.
- There are 2 types of factors :
 - (i) Internal factors : These factors are under our control.
 - (ii) External factors : These factors are not under our control.
- The strengths and weaknesses come under internal factors and weaknesses and threats under external factors.
- Strengths
They are the positive attributes ~~that are~~ It is usually internal to the organization.
- Weakness
The weakness places an organization/person at a competitive disadvantage. Weakness can be improved using certain ~~to~~ techniques or tactics.
- Opportunities
They are the reasons for the business/organization to prosper or grow ~~to~~ for their growth.

→ Threats

They place the business/organizations at a risk.
They are not very good for the organization/business.

→ ~~How~~ Method to conduct SWOT Analysis:

- (i) Determine the objective
- (ii) Create a table ~~and and~~ and list the strengths, weaknesses, threats and opportunities
- (iii) Conclude it.

→ SWOT analysis is used for planning processes ~~and~~ and studying the changing environment.

→ Example : Myntra

→ Strengths : It was merged with Flipkart, It has a good advantage ~~in~~ in marketing on the internet. It gives the benefit of shopping online without having to go to a shop.

→ Weaknesses : Due to online shopping, the customers cannot have advantage of ~~the~~ physically seeing the object.

→ Threats : Lots of competition like Ajio, Amazon etc.

→ Opportunities : Virtual trial rooms, collaboration with celebrities etc.