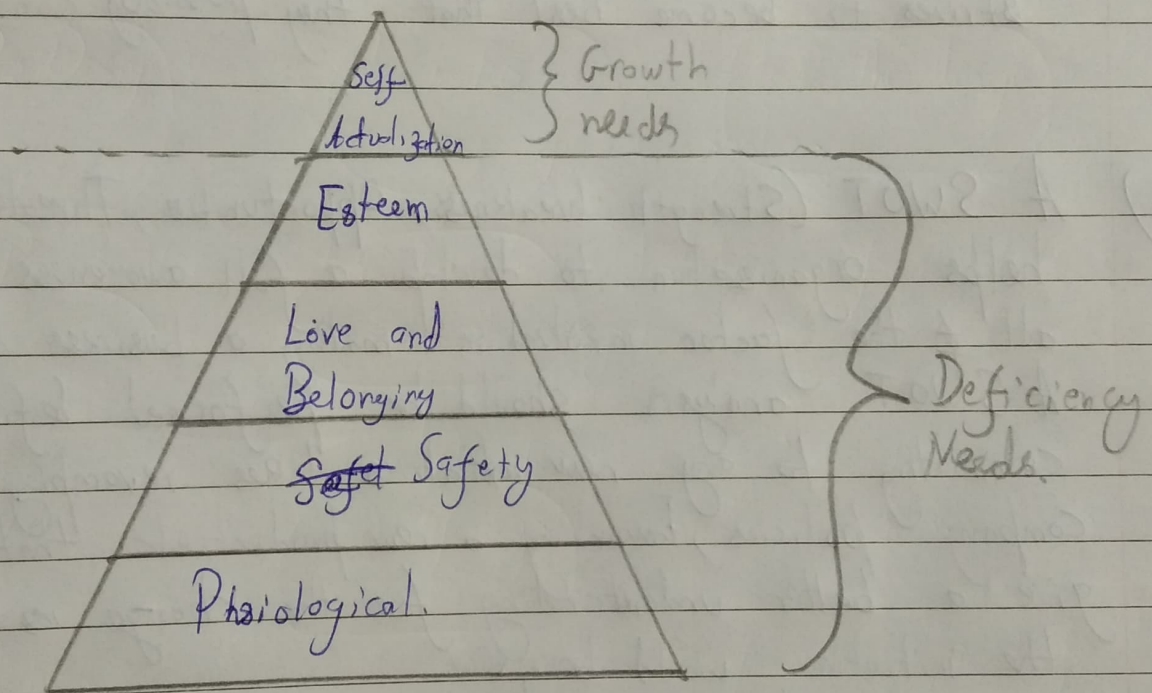


Set-2

- i) Maslow's Hierarchy of Needs is a theory of psychology which explains motivation inside human based on different level of needs. It states that humans feel motivated to fulfill a need in hierarchical order. According to this theory, ~~most~~ reaching the fifth level i.e. Self Actualization is the ultimate goal for humans.



- i) Physiological: ~~it is the~~ it comprises of all basic needs of humans ~~are~~ ~~shel~~ i.e. shelter, water, food, rest and health.

- ii) Safety: Maslow's hierarchy believe that a person is motivated for his need to feel safe and secure in their life and surroundings.

iii) Love and Belonging: it includes friendship, intimacy, family and love.

iv) Esteem ~~that~~: a person needs to gain recognition, status and should be respected, to gain these a person is motivated.

v) Self-Actualization: it ~~me~~ is realization of ones full potential. In this level a person strives to become best that they possibly can.

3) A SWOT (Strength, Weakness, Opportunities, Threats) analysis helps organisation to develop a full awareness of all ~~the~~ the factor involved in making a business decision. A SWOT analysis should be performed before committing to any new initiatives like revamping company policies, launching a new product, etc that would give a better understanding for the change ~~is~~ the initiative would bring.

~~Here~~ Here Strength (S) and Weakness (W) ~~refer~~ are the internal factor of a company whereas Opportunities (O) and Threats (T) are external factors

eg: a construction firm. ~~trying to~~ int

Strengths

i) The company has experienced as well as young employees so there is a scope of innovative ideas.

ii) ~~Company has diversified environment for all.~~

Weakness

i) There have not been enough projects for the company to market themselves.

Opportunities

They could make some innovative structure and market their innovative ideas.

Threats

There are a lot of big players in construction, so, most of the builders developers go prefers them.