

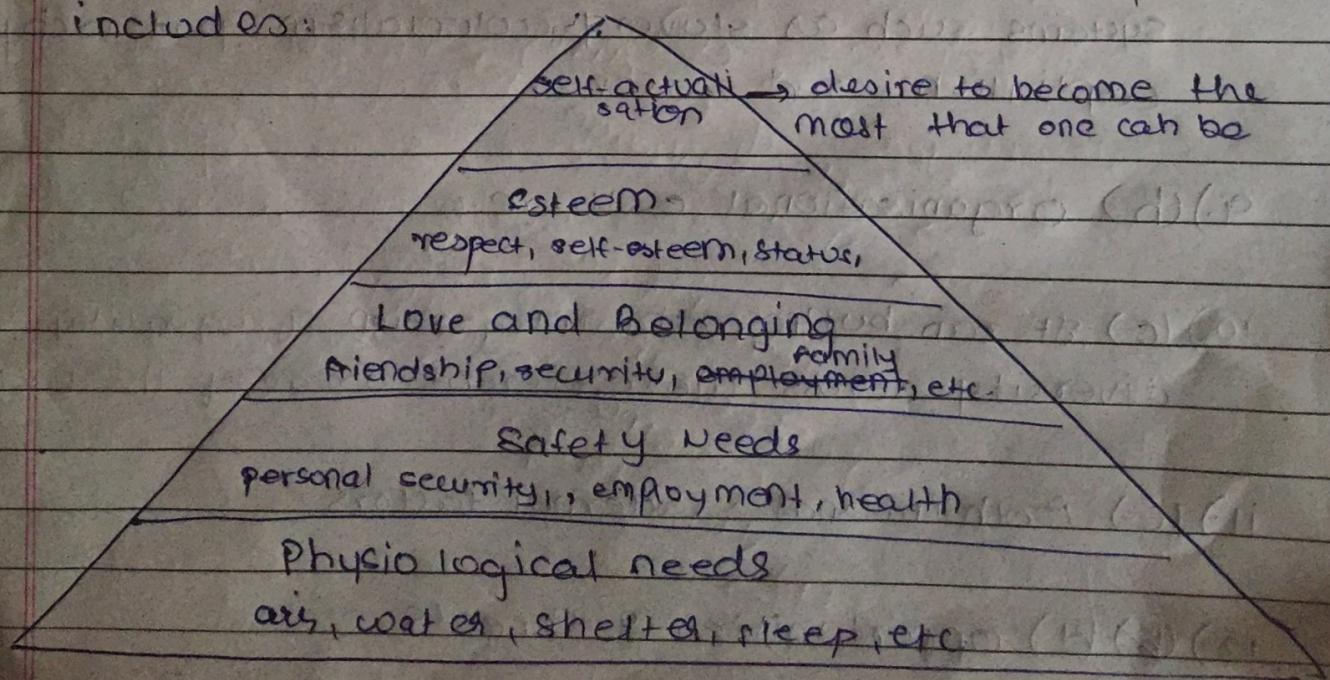
Set A

- 1.) (5) Self Actualization Needs
- 2.) (2) Needs like food, clothing, shelter, air, water
- 3.) (5) Self Actualization Needs
- 4.) (3) Physiological Needs, Safety and Security Needs, Social Needs, Self-esteem needs, Self Actualization needs
- 5.) (b) social differences among employees
- 6.) (a) The business case
- 7.) (c) Providing diversity training to all employees
- 8.) (c) The existence of race, gender, class, sexual & other inequalities resulting from historical & social systems such as slavery, colonialism, patriarchy, capitalism and so on.
- 9.) (b) organisational culture
- 10.) (c) It can buttress the integration of equality & diversity across the different areas of the business
- 11.) (c) Both internal & external factors
- 12.) (b) (d) opportunities & threats

Set B

A-1) Maslow's hierarchy of Needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. The theory states that humans are motivated to fulfill their needs in a hierarchical order. The order begins with the most basic needs before moving on to more advanced needs. The ultimate goal, according to this theory is to reach the fifth level of the hierarchy. From bottom of the hierarchy upwards, the needs are : physiological (food & clothing), safety (job security), love & belonging needs (friendship), esteem, & self-actualization. Needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up.

→ The original hierarchy of needs 5-stage model includes:



- 1) Physiological needs :- there are biological requirements for human survival, e.g. air, food, drink, sleep, sex, etc. If these needs are not satisfied the human body cannot function optimally. Maslow considered this as the most imp.
- 2) safety needs : Once an individual's physiological needs are satisfied, the needs for security & safety become salient. People want to experience order, predictability & control over in their lives. The needs can be fulfilled by the family & society.
- 3.) Love and belongingness needs :- after both other needs are fulfilled, the 3-level of human needs is social & involves feelings of belongingness. The need for interpersonal relationships motivates behaviour. Include friendship, intimacy, trust etc.
- 4) Esteem needs : are the 4th level in Maslow's hierarchy - which he classified into 2 categories i.) esteem for oneself (dignity, achievement, mastery, independence) and (ii) the desire for reputation or respect from others
- 5) Self-actualization needs : are the highest-level in Maslow's hierarchy, and refer to the realization of a person's potential, self-fulfillment, seeking personal growth & peak experiences. He describes this level as the desire to accomplish everything that one can, to become the most that one can be.

A2: Diversity in the workplace refers to an organization that intentionally employs a workforce composed of individuals of varying gender, religion, race, age, ethnicity, sexual orientation, education, and other attributes. Diversity in the workplace leads to a plethora of benefits - both from an internal and external perspective. However, that doesn't mean implementing diversity initiatives at work isn't without its unique set of challenges. We'll review both sides of the equation in the sections below.

* Benefits:-

- Groups with greater diversity were shown to have greater:
- 1) Increased Productivity.
 - Brings in diverse different talents together working towards a common goal using different set of skills.
 - 2) Increased creativity and problem solving:- Every individual brings in their way of thinking, operating and solving problems and decision making.
 - 3) Attract and Retain talent:
 - Add a competitive edge to any organization
 - 4) Help

- (i) Help to build synergy interms and enhance communication skills.
 - Brings in new attitudes and processes that profit the whole team.
 - 5) It increases market share and create a satisfied diverse customer base.
- * limitations -
- 1) Hiring managers focus on leadership qualities too often.
 - 2) Diversity can create workers who are over-qualified for some jobs.
 3. Diversity in the workplace can create too many opinions.

- 4) Off shooting can become a point of emphasis with diversity in the workplace.
- 5) Diversity in the workplace can lessen the amount of trust that exists.
- 6) Some teams become hostile during an increase in diversity.
- 7) Diversity in the workplace can create communication problems.
- 8) Diversity initiatives are usually left to a single person to implement.
- 9) Complaint levels often rise with a diversity initiative.

A3. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Strengths and weaknesses are internal to your company - things that you have some control over and can change.

→ Example ① include who is on your team, your patents and intellectual property, and your locations. Opportunities and threats are external - things that are going on outside your company, in the large market. You can take advantage of opportunities and protect against threats. But you can't change it. e.g. ② include competitors, prices of raw materials, and even customer shopping trends. A SWOT analysis organizes your top strengths, weaknesses, opportunities, and threats into an organized list and is usually presented in a simple two by two grid.

* ~~Example~~

D) Strengths:

- Positive attributes
- Internal to your organization
- within your control
- what do you do well?
- what internal resources do you have?
- what advantages do you have over your competition? etc.

2) Weaknesses

- Aspects that detract from the value you offer
- > Place you at a competitive disadvantage.
- Need to enhance these areas in order to compete with your best competitor.
- what areas need improvement to accomplish your objectives or compete with your strong competitor?
- Does your business have limited resources? etc.

3) Opportunities:-

- > External attractive factors
- Represent reasons your business is likely to prosper
- what opportunities exist in your market or the environment that you can benefit from?
- Has there been recent market growth or have there been other changes in the market that create an opportunity?

4) Threats:-

- External factors beyond your control
- Could place your strategy, or business itself, at risk.
- May benefit by having contingency plans to address them if they occur.
- what are your existing or potential competitors?
- what factors beyond your control could place your business at risk? etc

A-3) Egs. of SWOT

Objective:- To increase sales of nursery in a new market

⇒ internal factors1) strength (S)

- consistent quality
- saleable Plants
- Experience

2) Weakness (W)

- lack of funding
- No reputation yet

• External factors

3) Opportunities (O)

- customer loyalty
- growing market

4) Threats

- weather
- Pest
- smaller sized farms