

Set -1-22

1 5

4

2

2

3

5

4

3

5

b

6

a

7

c

8

c

9

b

10

c

11

c

12

d

Set - 2

(1)

(i) Maslow was a psychologist inspired by ~~some~~ questions like what is ~~the~~ the meaning of life.

(ii) He created a pyramid to answer this question known as Maslow's hierarchy of needs.

(iii) It contained the basic requirement of a human at the bottom and self-actualization at the top and is divided into 5 stages namely:

- | | |
|----------------------------------|-----------------------|
| (a) physiological needs |] Materialistic needs |
| (b) safety needs | |
| (c) Love and Belongingness needs |] spiritual needs |
| (d) Esteem needs | |
| (e) Self Actualization needs. | |

(iv) He believed for a human to live its life to the fullest these are ~~the~~ his needs. ~~the~~ where physiological needs such as food, shelter, clothes are at the bottom. Based on which ~~the~~

(v) Once physiological ~~need~~ needs are fulfilled the second need is safety. ~~safety~~ It describes safety from the

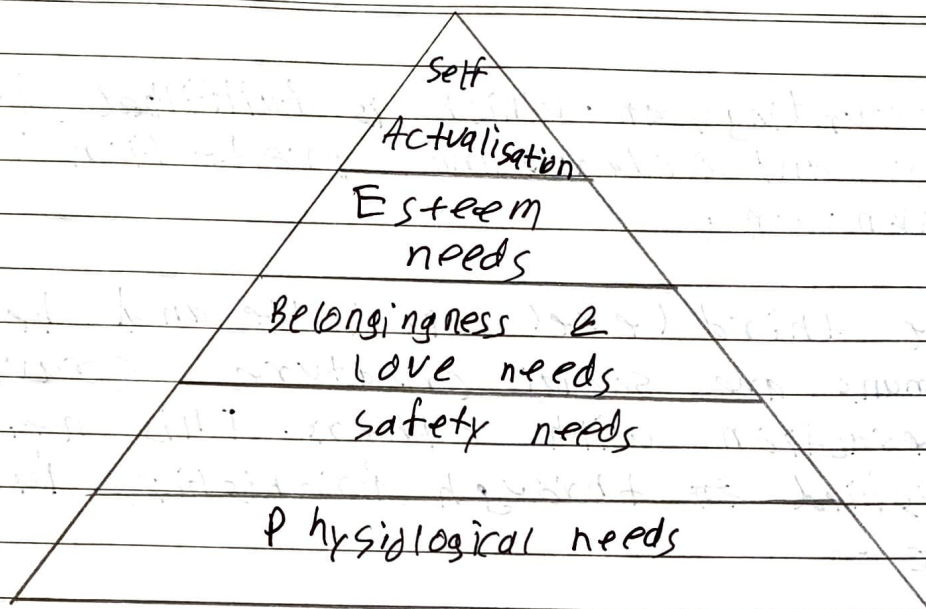
surroundings ~~th~~ which is fulfilled by law and order and protection from unknown.

(vi) The third level is love and belonging. Humans are social creature craving interaction with others. This need is satisfied ~~in~~ through friendship, family, love etc.

(vii) After love and belonging comes the fourth level which is esteem. It is related to ~~st~~ one's status, recognition and when one feel respected.

(viii) The fifth and final ~~stage~~ level is self-actualization. It is realization of ~~an~~ one's potential at highest level. Here people become the best version of ~~themselves~~. version of themselves.

(ix) Maslow explains that all these needs should be fulfilled in the specific order and in balance ~~to~~ to achieve one's best version.



- Q3 (i) SWOT analysis is done with an objective to determine whether one should or an organization should move ahead with certain decision or not.
- (ii) Full form of SWOT is Strength, Weakness, Opportunities & Threats.
- (iii) It includes both internal factors like ~~stren~~ strength & weakness which are in our control, and also external factors like threats and opportunities which are ~~not~~ out of our control.
- (iv) The format of SWOT analysis is we

write the objective at top and in a grid at SWOT we reform ~~at~~ write all the points regarding our strength, weakness, opportunities & threats, respectively.

(v) Format:

Objective:	
Strength	Weakness
opportunities	threats

(vi) If ~~our~~ positive points are less than the negative points then we should not go ahead with the alternative. However if the ~~oppos~~ positive points are more than negative points then we should move ahead with the decision.

Following is an example of SWOT analysis on buying an electric car over IC ~~car~~ (Internal combustion) car

Objective: Buying an electric car

Strength	Weakness
(i) It is more economical than IC	(i) Doesn't have the feel and sound ^{like} IC car.
(ii) It is good for environment	(ii) It doesn't come in manual transmission.
(iii) It is the ^{future of} war automobile.	(iii) Charging takes time in long drives.
(iv) Most comfortable daily driver.	
(v) Faster acceleration with better handling because of engine placement	
(vi) More space	
Opportunities	Threats
(i) An early investor ^{adaptor} attitude may result in ^{profit} loss if car becomes a ^{one of the} classic in futures.	(i) Lack of charging station
(ii) example: Chink-chenta One of the smallest cars example: McLaren F1 costs 10 Million dollars today.	(ii) During natural calamities if there is lack of electricity car is useless.
(iii) High safety	