

BCVS EXAM

Set - 2.

Yashasvi Phaker

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Q1) Explain Maslow's hierarchy of needs.

Ans1 Maslow's hierarchy of needs is a theory by Abraham Maslow. which is represented by a five level model of human needs, depicted in the form of a pyramid with 5 levels of hierarchy, which are :-
physiological, safety, love, esteem and self actualization.

In this theory, higher needs in the hierarchy begin to emerge when people feel they have accomplished the previous need.

Physiological needs : These need includes need for water, air, food, ~~water~~ which are the most basic needs that are important for sustaining human life.

Security needs : Physical safety against ~~the~~ external problems and dangers, economic security like shelter and clothing, a job security.

Social needs:

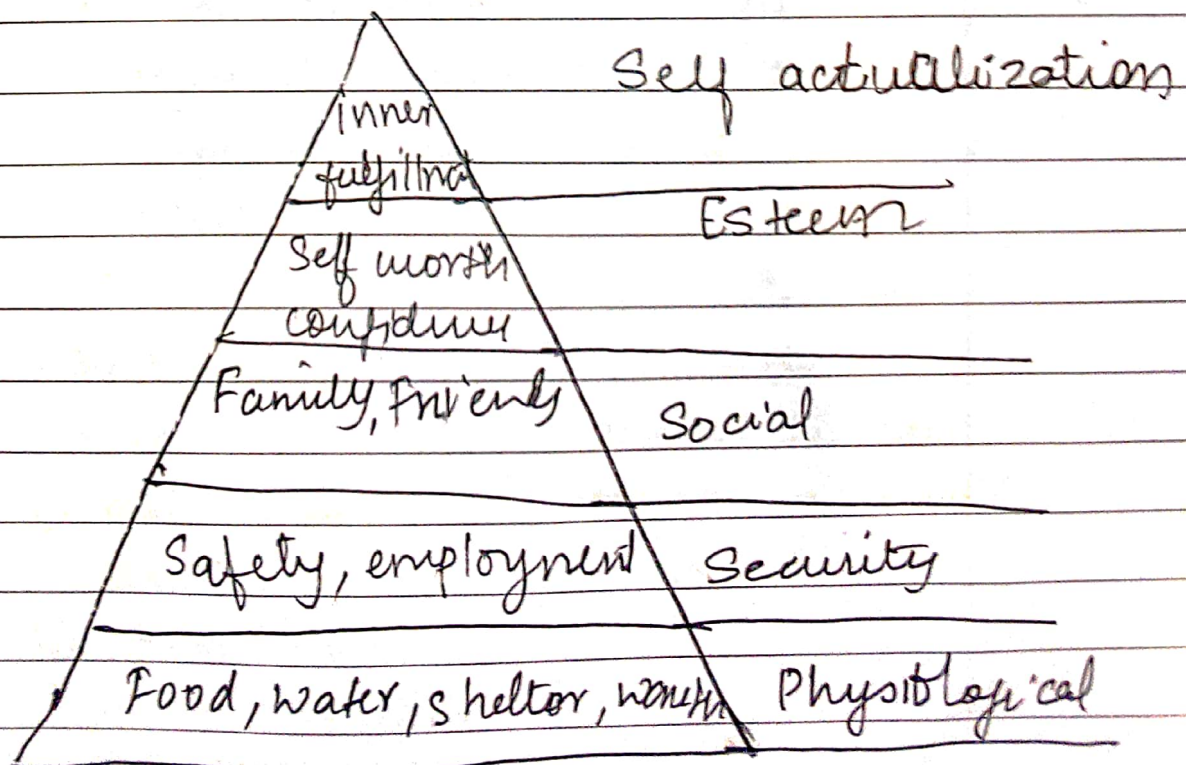
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The need for love and affection, friendship, a sense of belonging etc. can be satisfied by team building.

Esteem needs: These needs include self esteem and esteem of others. It means power, prestige and independence.

Self-actualisation needs.

It refers to the need to grow and self fulfillment.



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Q3) Explain SWOT Analysis with example.

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Ans.) A SWOT analysis is a technique used to determine and define a company's Strengths, Weaknesses, Opportunities and Threats.

It helps an organization to develop a lot of awareness of the factors which are used in making a good business decision. It is the first step any company should take before taking any big decision or action related to the company. Companies use SWOT analysis to find new solutions with a focus on leveraging strengths and opportunities to overcome weaknesses and threats.

There are two factors to keep in mind before to make a SWOT analysis, which are :-

Internal factors
External factors.

Internal factors

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Strengths and

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weaknesses refer to
internal factors.

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Some common internal factors are.

→ Physical resources, Human Resources,
Financial resources etc

External Factors

External Factors influence and
affects our company.

They are opportunities and
threats.

Some are ÷

Economic trends

Funding

Market trends

Demographics

Political regulations

Eg →

Yashasvi Thakur

SWOT ANALYSIS OF TATA MOTORS

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TATA MOTORS

Strengths

- Diversified Portfolio
- Stabilized Earning
- Recognized Brand
- Large number of employees.

Weaknesses

- Indifferent to change
- No Global presence
- Weak Marketing Policy
- Narrow domestic market

Opportunities

- Global Positioning
- Strong Marketing
- Opportunities for Merger and Acquisition.
- Increasing Purchase power of Indians

Threats

- Fuel Prices
- Government law on Environment
- Market Competition
- Increasing Production cost.