

## Midterm-I

Q2. Diversity at workplace aims to create an inclusive & enthusiastic culture that values & uses the talents of their employees in overall growth of the company.

### Benefits

- Greater innovation & creativity comes from group with great diversity.
- More high quality soln come from group which are diverse & have a great range of perspectives than that with less diverse group.
- Performance increases with an increase in diversity.
- Increase revenue, share, market value & profits is associated with diversity.
- Helps to build an energy in teams & enhances comm. skills.
- Increase in creativity & innovation.

### Negative

- Diverse group are shown to be less integrated & have a high level of dissatisfaction.
- Increase in level of miscommunication & dissatisfaction.
- Can be linked with conflicts, low performance quality, low group cohesiveness & others.
- Leads to ~~less~~ Bureaucracy due to delay in decision making.
- Sometimes leads to unproductivity.
- Since everyone has a different opinion it may lead to disunity.

Example

Accenture : It provides itself a diversified training

It is classified in 3 categories:

- Diversity Awareness
- Diversity Management
- Professional Development.

Q3. SWOT analysis is used to analyse the technique of our business in 4 aspects, i.e., Strengths, Weakness, Opportunities, Threat.

It is mainly used to get the most of what we have got for our company benefits & for its best advantage, so that we can reduce the chance of failure by understanding where we are lacking.

SWOT of AMAZON

① STRENGTH

- Strong Brand Name
- Brand Valuation
- Cost Leadership
- Differentiation & innovation

② Weakness

- Loss Making in few regions/areas.
- Low consumer safety
- Overdependence on distributor.
- Employee Strikes



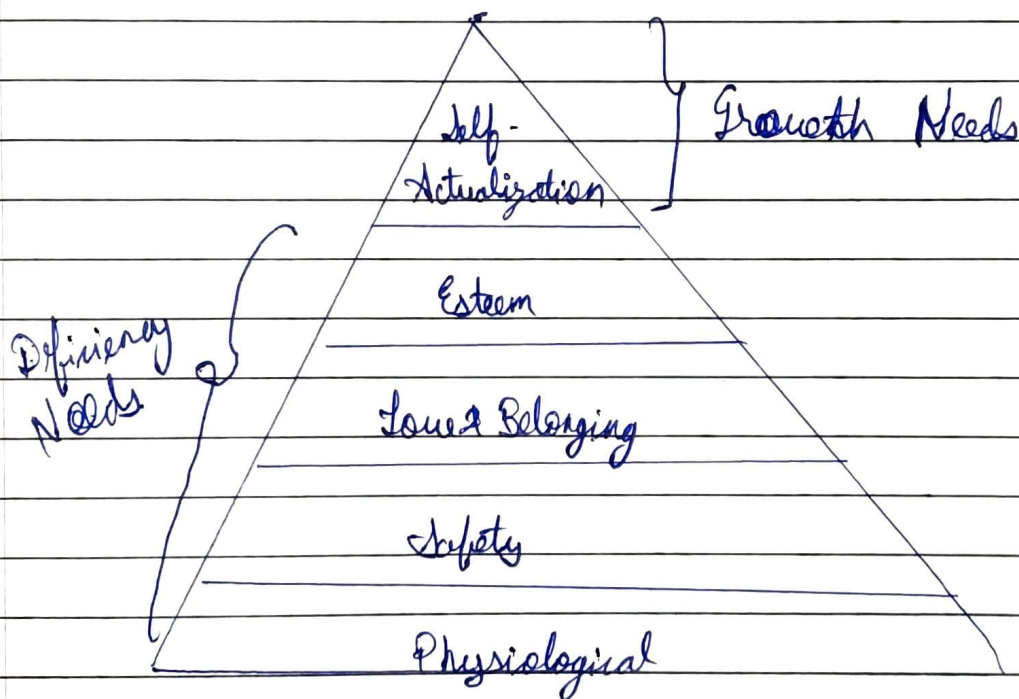
### ③ OPPORTUNITY

- Can gain opportunity to penetrate & expand its operation in developing market
- Improve technological measures & organizational policy
- Self-driving Technology
- More acquisition.

### ④ THREAT

- Few Controversies
- Government Regulation.
- Cybercrime
- Aggressive Competition.

Q1.



- ① Physiological Needs: They are need the least acc. to him. They are the most imp. thing a person needs to survive.

- ② Safety: It is in 2<sup>nd</sup> level. Safety or security needs, relate to persons need to feel safe & secure in their life & surrounding.
- ③ Love & Belonging: It is in 3<sup>rd</sup> level. Humans are social creatures that crave interaction with each other. This helps to come out from depression & loneliness.
- ④ Esteem: It is in 4<sup>th</sup> level. This are related to persons need to gain status, status, recognition & respect.
- ⑤ Self actualization: It is in 5<sup>th</sup> level. It is related to person realization of its full potential.