

Q.2] Diversity at a workplace, its benefits, limitations & examples.

ans] Diversity, as a general term, refers to variety. The act of including different things/people, falling under different categories. Similarly, diversity at a workplace refers to the inclusion of different people with varied backgrounds, irrespective of their caste, creed, gender, race, etc, being treated as equals and being given an equal shot at employment at the workplace, without being subject to discrimination.

### → Benefits of diversity:

In today's world, it is crucial to have a diverse workforce. Not only to increase the company's performance, ~~but~~ (as a person's capability to do a good job might be related to their cultural, class, caste, gender, etc) but also to promote inclusivity in any industry and to treat humans as equals, without being subject to discrimination.

A few benefits of having a diverse workforce include:-

- Not limiting the incoming talent base off of certain filters. When people want to be employed, they will appreciate being accepted, and hence look forward to working in an organisation employing a diverse workforce.
- Better performance of the employees; as when people feel good and have a feeling of acceptance, they tend to perform better, and have the will and motivation to do a better job.
- Since employees would want to perform better, this would in turn, increase the company's profits and revenue.

- Limitations of diversity at the workplace:  
While diversity is essential, it also comes with certain limitations or disadvantages.
- When working with people from different cultures, it becomes important to understand the culture as without proper knowledge of this, some due to lack of communication, it becomes easy to offend someone, unknowingly.
- Sometimes, without proper training in diversity, some employees may show an un-welcoming attitude towards others, leading to tension at the workplace.



## SET-2 Theory

Q.3] Explain SWOT Analysis, with example.

Answer] SWOT Analysis stands for strength, weaknesses, opportunity and threat. It can be used in the corporate or the personal sector. It basically helps one understand their company, how likely it is to succeed, what are the factors influencing the success and help make one more aware of their own organisation. The two major categories it takes into consideration are:

- Internal factors (strength & weaknesses) i.e., factors that are internal to the organisation and factors that the organisation has control over.
- External factors (opportunity & threats) i.e., the factors that are external to the organisation and the organisation does not have control over, i.e., externally affected factors.

For running a successful business, it is crucial to be aware of where your company stands. This is where SWOT Analysis comes into picture. A SWOT Analysis is usually performed by making a table with 4 quadrants namely: strength, weakness, opportunity, threat, like this,

eg.

strength	weakness
opportunity	threat

## → Example: SWOT Analysis of MYNTRA:

### Strength

- discounted prices, as compared to stores
- easy access.
- major sales attracting customers

### Weakness

- long delivery time
- complicated return process with even longer waiting period.

### Opportunity

- people switching to online shopping due to covid, so larger customer base.
- partnering with celebrities, fashion stylists to increase their visibility & sales.

### Threat

- competition from leading e-commerce websites also selling products at similar rates.