

# BCVS mid-term

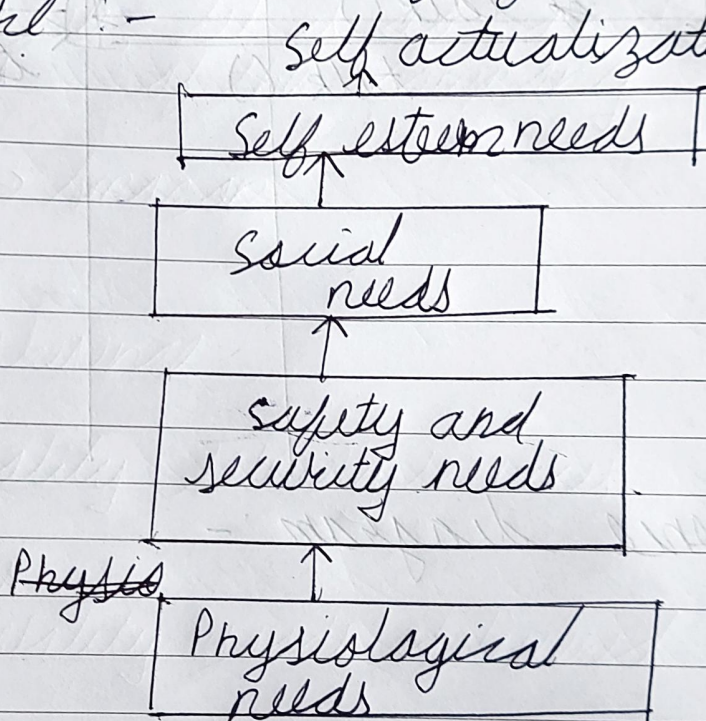
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## Set - 2

Maslow's hierarchy of needs is a postulate, which describes the various needs that we as humans want. It has the following structure:-



This hierarchy goes from bottom to top, starting with physiological needs, which are the basic needs of every human.



such as food, water, job etc.

The second hierarchy is the safety and security needs wherein after fulfilling these basic needs, a person would want a proper home and job security.

The third in hierarchy is the social needs, which means the need of friends and family in our life to be socially connected.

The fourth in hierarchy is self-esteem needs. These are things, which would boost your confidence such as acknowledgement at any higher position in a job.

The last and the top most in the hierarchy is self-actualization, wherein you want to unleash your full potential.



Q3

Ans

SWOT analysis is the analysis, which means strength, weakness, opportunity and threat. It is an analysis done for any company or organization, in order to depict the ways in which a company can grow and mitigate the threats and weakness to, which can affect the company.

For example: → In a company known as Amazon, let us do a SWOT analysis of the company.

Company → Amazon

(I) Strengths: -

① Strong Presence

② Good quality delivery services

(II) Weaknesses: -

① Bad quality goods delivered

③



## Opportunity :-

- ① Expansion of company into other services such as ~~as~~ food retail, etc.
- ② Amazon can launch its own phone and laptop brand due to huge sums of money.

## \* Threats :-

- ① Government policies on e-commerce websites
- ② Strong competition from Flipkart.