



Question 6. Higher Order Thinking Skills

(i) The government launched a programme for pollution free zones and provides financial assistance to entrepreneurs. By inducing such assistance, Ms. A was induced to enter into entrepreneurship. This included in which category? Explain.

(ii) What are the basic differences between Maslows and McClellands Theory of needs?

(iii) “An entrepreneur who is fulfilling the ethics and moral responsibility towards society is an asset for society and should be survive and grow.” Explain.

(iv) “Many problems are bound to come in the path of progress, Ratan Tata shifted the manufacturing plant for Nano Cars from Singur to Sanand due to unforeseen complexities”. Which type of competency is shown here? Discuss.

(v) “Raju is a 16 year young boy, working hard to earn his living. He also tries to save some part of his earnings to acquire basic education”. He falls in which level of need as propounded by Maslow in his Motivational Theory?

Answer:

(i) It is based on motivating factor, included in the category of Induced Entrepreneur.

Induced Entrepreneurs:

- Induced entrepreneurs enter into entrepreneurship because of various governmental supports.
- Interested entrepreneurs get support from the government to set up of their new enterprises in terms of financial assistance (in the form of Grants and Aids) incentives, concessions and other facilities.
- Sometimes prospective entrepreneurs are induced or even forced by their special circumstance, such as loss of job or inability to find a suitable job according to their talent and merit to adapt to entrepreneurship.

(ii)	Basis	Maslow's Hierarchy of Needs	McClelland's theory of Needs
	1. Meaning	This theory was proposed by Abraham Maslow and is based on the assumption that people are motivated by a series of five universal needs. These needs are ranked, according to the order in which they influence human behaviour, in hierarchical fashion.	McClelland's Need for Achievement Theory is one of content theories of motivation emphasising that human needs and incentives cause human behaviour.
	2. Outline	It actually outlines different things with very specific examples of what is in each level of need.	McClelland outlined what he believed are three basic needs present in all people (in different intensities).
	3. Content	Maslow's Hierarchy of Needs – people try to satisfy the various needs according to a specific hierarchical pattern.	McClelland's Acquired Needs Theory – needs are to some extent acquired and can therefore be influenced, just as several simultaneous needs influence a person's behaviour.
	4. Levels of needs	The 5 levels of needs are: 1. Physiological 2. Safety/Security 3. Belongingness and Love 4. Esteem 5. Self-actualisation	The three needs motivate people are: 1. Achievement 2. Affiliation 3. Power
	5. Based on	This theory was proposed by Abraham Maslow and is based on the assumption that people are motivated by a series of five universal needs.	This theory was proposed by McClelland's and is based on the experiment, i.e. conducted, over 1,000 studies.
	6. Order/layer of needs	Until the lower-layer needs are satisfied, they will not move to satisfy the upper-layer needs.	No specific level in employee's needs – there is no order for the three needs, no particular one has to come first or last.
	7. Usefulness	Maslow's can help you to use the hierarchy to identify what drives your employees. 1. Helps to understand people's needs. Helps to motivate employees. 2. Helps to decide rewards at each level. Helps in recognizing potential can be used to describe the kinds of information individual's seek at different levels of development.	McClelland's theory can help you to identify the dominant motivators of people on your team. 1. It can be used to for boosting morale in employees. 2. It can be used to influence how you set goals and provide feedback, and how you motivate and reward team members. It can also use these motivators to craft, or design, the job around your team members, ensuring a better fit.

(iii) According to Prof. Robert Dahd, Ethics is an obligatory on the part of business enterprise to be a socially responsible as they primarily exist to benefit society. Mahatma Gandhi observed, "If God has given you more wealth it is for the welfare of others. Keep what you need and distribute rest among less fortunate brethren."

The following are some ethical standards in their business practices like which is to be followed by an entrepreneur:

- Providing quality and correct quantity of goods to consumers.
- Paying adequate taxes to government.
- Giving true information to employee, bankers, consumers, creditors, government.
- Fair practices for promotion, compensation, lay-off, fringe benefits, other facilities.
- Give proper information to customers about dangers of using a product.
- Respect property rights.
- Keeping in mind the environmental issues during production.
- Paying the minimum and correct wages to the workers.
- Not to use child labour in their production.
- Judicious use of natural resources.

All those entrepreneurs who is following the ethics and moral responsibility towards society is an asset for society and should be survive and grow.

Examples of such entrepreneurs:

- Parker brothers withdrew its best selling toy, when children were choked to death by swallowing some parts of the toy and remain successful for long term.
- Nandita Bijur owner of Uma Food Products, an enterprise worth several crores of rupees.
- Karsan Bhai Patel, creator of Nirma Washing powder.
- Dhirubhai Ambani most successful entrepreneur of the world.

Their ethical value system provided them with rational economic attitude and successful entrepreneurs of the world.

(iv) Type of competency is shown here is Problem Solving. Competency relates to the type of behaviour exhibited in the performing of various tasks in the discharge of his functions. These competencies are latent in the entrepreneur, which need to be identified and acquire by which he should be able to face the problems with attention confidence and conviction. In the business world, problem solvers take risk but often create value by solving a problem related to, within a business or outside business like customer, market-key to creating a profitable enterprise. The more or larger problems an entrepreneurial organization solves, the more profit it can generate.

A business entrepreneur Ratan Tata is a person who had undertaken some effort with risk for the benefit of others. He was aware that, the venture he started was established on a new area and he has taken certain calculated risks, he was also aware of, that many problems are bound to come in the path of progress, during that time only taken a firm decision and when any problems like unforeseen complexities had come in the path of progress, then only he had taken a firm decision and shifted the manufacturing plant for Nano Cars from Singur to Sanand.

It clearly shows that most of the entrepreneur identified and understand the problem, find more than one ways for solving problems and, look for alternative strategies or resources that would help to solve the problem, generate new ideas, products, services, etc. At last, He has taken an entrepreneurial action with systematic efforts to solve problems.

(v) Raju falls in Safety Needs as propounded by Maslow in his Motivational Theory. Reason: In the workplace this needs translates into a need for at least a minimal degree of employment security; the knowledge that we cannot be fired on a whim and that appropriate levels of effort and productivity will ensure continued employment.

Question 7. Application Based Exercise:

Answer: 1. Read the following story.

A young man was passing through a site of construction. He saw three labourers working at the site. He went to one of them and asked "What are you doing here?" The worker answered, "Don't you see? I am making out a living. I am working to earn." The young man moved towards the second man and asked him the same question. Pat came the reply "Don't you see? I am constructing a wall".

The young man moved towards the third man and repeated the same question.

The labourer replied "Don't you see? I am building a beautiful mansion".

Answer the following questions:

A. All the three were doing the same work, then what differentiates them?

B. What is important to do a piece of work effectively and efficiently?

C. Whose answer reflected a positive attitude?

Answer:

A. Yes, all the three labourers were doing the same work, their attitude to work differentiated them.

B. Right attitudes are important for doing work efficiently and effectively. An entrepreneur should have a right and positive attitude.

C. The third labourer, when he replied that "he is building a beautiful mansion". As his attitude was right and positive.

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