

**A STUDY ON THE EFFECTS OF COMMUNICATION
BARRIERS ON PERFORMANCE ENHANCEMENT IN ZOHO
CORPORATION CHENNAI**

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC|12B status by UGC| Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JOSHUA SAMUEL M (41410149)** who has done the Project work entitled **A STUDY ON THE EFFECTS OF COMMUNICATION BARRIERS ON THE PERFORMANCE ENHANCEMENT IN ZOHO CORPORATION CHENNAI** under my supervision from January 2023 to March 2023.

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Yours Sincerely,

For Zoho Corporation Private Limited

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Date of issue: 10 Apr 2023



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DECLARATION

I JOSHUA SAMUEL M (41410149) hereby declare that the Project Report entitled **A STUDY ON THE EFFECTS OF COMMUNICATION BARRIERS ON THE PERFORMANCE ENHANCEMENT IN ZOHO CORPORATION CHENNAI** done by me under the guidance of Dr. Yasmeen Bano, MBA, M. Phil, Ph. D Assistant Professor, School of Business Administration is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:05/05/2023

PLACE: Chennai

A handwritten signature in dark blue ink, appearing to read 'JSM', with a stylized, wavy line extending from the end.

JOSHUA SAMUEL M

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ABSTRACT

Communication is an important tool for the growth of an organization. Barriers in this communication can make the organization to face many problems. This research is based on the effects of communication barriers on performance enhancement in ZOHO Corporation Chennai. The study mainly focuses on the internal communication barriers on the employees. The primary objective of the study is to find the effects of communication barriers on individual performance of the employees. It also finds the ways by which communication barriers affects performances of the employees and also finds the ways to overcome communication barriers. This study is conducted in ZOHO Corporation Chennai. The primary data collected were through the questionnaires circulated to the employees working in ZOHO Corporation Chennai. The total responses collected were 202. The data collected were processed using percentage analysis to know how many respondents have given a particular answer. Also, Chi square test and One-way Anova test was also conducted to know the association between some dependent and independent variables. In this study, Literature review is also conducted to clarify some main concepts. The result indicated that barriers such as language, different communication style, physical, emotion are the main barriers constantly occurring. Many employees were losing higher opportunities due to communication barriers. Organizations were working continuously to get rid of communication barriers and constantly arranging meetings and activities to make the employees feel better. Either internal communication barriers or External communication barriers it's in our hand to get out of it.

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CHAPTER 1 1.1 INTRODUCTION

1.1.1 PROBLEM STATEMENT

This research is based on the effects of communication barriers in performance enhancement of the employees,

- ✦ Communication is important for the organization to stay in balance between high-level and low-level employees.
- ✦ Barriers to effective communication can result in confusion which can lead to incorrect information being conveyed or miscommunication which can lead to loss of business
- ✦ Organization efforts to overcome communication barriers mainly focuses on external communication barriers, but internal communication barriers remains unless employee himself make an effort to overcome it.

1.1.2 INTRODUCTION OF THE STUDY

All human interactions are form of communication. In world business today, nothing can be achieved without good communication with employers, employees, clients, suppliers, and even customers. Looking at the most successful business people in the world, one will see people who have mastered the art of communication. Business all over the world today is very challenging. To stay profitable in the highly challenging and competitive global market economy all factors at production (i.e., men, machine and materials), should be wisely managed. Among the factors of production, human resource constitutes the biggest challenge because unlike inputs, employee management demands skillful handling of thoughts, feelings and emotions to secure highest productivity. Communication barriers can cause serious problems in an organization. In this research, A study on the effects of communication barriers on performance enhancement in IT sector at Chennai, I have given my best work to find the effects of communication barriers and ways to overcome them.

1.1.3 COMMUNICATION

Communication is derived from the Latin word communicate which means “to share or to be in relation with”. In such manner, communication is defined as the giving, receiving, exchanging information, ideas, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions. This broad definition includes body-language, skills of speaking and writing. Communication is a two-way process which involves transferring of information or messages from one person or group to another. This process goes on and includes a minimum of one sender and receiver to pass on the messages.

There are different modes of communication available today. These include emails, chats, WhatsApp, skype (conference calls), etc. Effective communication makes people’s work easier and smooth. Communication is an ongoing process that mainly involves three components namely. sender, message, and recipient.

Communication is of two types verbal communication and non-verbal communication. Communication occurs through verbal, verbal or written communication that conveys a message to others is called oral communication. Verbal communication is the use of language to convey information verbally or in sign language. Verbal communication is important because it works well. Non-verbal communication occurs with signs, symbols, colors, touches, body or facial features. Insignificant communication is using body language, body language and facial expressions to convey information to others. It can be used both intentionally and deliberately. For example, you may have a smile on your face when you hear an idea or a piece of interesting or exciting information. Open communication is helpful when you are trying to understand the thoughts and feelings of others. Communication plays a vital part in building up a strong relationship across the world, either in organizational structure or outside of it. It is an essential pillar for people in sharing the ideas, delegating responsibilities, management of a team, building up a healthy relationship, etc. Effective communication is necessary for managers in the organization for planning, organizing, leading and controlling. Managers of the organization are dedicated enough in communicating throughout the day in various tasks performances. They spent the whole time communicating face-

to face or over the phone to their colleagues, subordinates and the clients. Managers also use written communication in the form of emails, memos, daily reports and so on. Effective communication is a successful building block of the organizational structure.

1.1.4 COMMUNICATION BARRIERS

A communication barrier is anything that comes in the way of receiving and understanding messages that one sends to another to convey his ideas, thoughts, or any other kind of information. These various barriers of communication block or interfere with the message that someone is trying to send. There are numerous barriers to effective communication that can come in the way. It happens because the message sent by the sender might not be understood exactly as it is meant to be. It can get distorted during the communication exchange. Several communication barriers in the workplace tend to manipulate the message that passes from sender to receiver. It leads to conflict among organizational members. Managers often cite that failure of communication is one of the significant issues in the organization. However, communication issues are often signs of long-standing problems. For example, an organization structure designed poorly may not communicate organizational goals. Imprecise performance benchmarks may leave managers unsure of what is expected from them. However, a responsible manager will look for the causes of barriers in communication rather than just dealing with the symptoms. Barriers in communication can exist in the sender, in the transmission of messages, in the receiver, or in the feedback. Some of the examples of communication barriers are information overload, choosy perception, workplace gossips, semantics, gender differences, etc.

1.1.5 TYPES OF COMMUNICATION BARRIERS

Semantic barriers: Semantic barriers are also known as language barriers. These barriers are caused due to improper communication between the sender and the receiver. The following instances of semantic barriers can be witnessed in communication. Poor quality of message: Message when communicated should be precise and easy to understand, that makes it easy for the receiver to grasp the information conveyed. Sometimes, due to the lack of clarity or complexity of the way of providing information from the sender, there can be a case of semantic barriers. For

e.g. A manager is conversing in English to a group of workers who understand and speak Bengali. It will create confusion among workers as they will not be able to understand what is being conveyed by the manager. Technical language: Language barriers also arise when the sender of the message is speaking in technical terms while the receiver is unaware of the terms. It creates confusion and misunderstanding between the sender and receiver by acting as a barrier to effective communication.

Psychological Barriers: Psychological barriers play an important role in interpersonal communication as the state of the mind of the sender or the receiver can make it difficult to understand the information that is conveyed, which often leads to misunderstanding.

Here are some instances where psychological barriers to communication can be seen,

- ✦ Premature evaluation of information by the receiver even before it is transmitted can lead to barriers in communication, as it will create premature conclusion to the message, which withholds the original message.
- ✦ Inadequate attention from the receiver's end at the time of communication can lead to barriers of communication as the information conveyed by the sender is not properly received by the receiver.
- ✦ When information is passed within multiple sources, the final information is distorted as the receivers of the message are not able to retain everything that was conveyed. This can cause communication barriers.

Organizational barriers: Organizational barriers are those barriers that are caused due to the structure, rules and regulations present in the organization. The various types of barriers that can be encountered due to superior subordinate relationships where the free flow of communication is not possible. Sometimes the complexity of organizational structure and multiple managers make it difficult to convey information properly, and the information gets distorted leading to miscommunication.

Linguistic Barriers: The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective

communication. Sometimes even a thick dialect may render the communication ineffective.

Cultural barriers: Cultural barriers are those that arise due to lack of similarities among the different cultures across the world. A term that can be harmless in one culture can be regarded as a slang in another culture. Moreover, various beliefs can differ from one culture to another. Due to globalization and liberalized policies in business, people around the world are travelling and working in multinational corporates or companies. This led to mixing or intermingling between people but due to differences in language, religious practices, dressing styles, food habits many times people get confused and are not able to understand each other properly.

Physical barriers: Physical barriers to communication are those that arise due to certain factors like faulty equipment, noise, closed doors and cabins that cause the information sent from sender to receiver to become distorted, which results in improper communication.

Physiological barriers: Physiological barriers arise when a sender or the receiver of the communication is not in a position to express or receive the message with clarity due to some physiological issues like dyslexia, or nerve disorders that interfere with speech or hearing.

1.1.6 PERFORMANCE ENHANCEMENT

A performance is an act of staging or presenting a play, concert, or other form of entertainment. It is also defined as the action or process of carrying out or accomplishing an action, task, or function. Enhancement is defined as the state or quality of being elevated, heightened, or increased, as in quality, degree, intensity, or value. Performance is a critical factor in organization success. Performance enhancement is defined as the behavior or procedure of taking performance to a great level of success. Performance enhancement means mentally improving upon the way you currently perform. It doesn't necessarily mean that you are doing something wrong or performing inappropriately. It means that you'd like to increase your knowledge and

skills to improve what you currently do. Performance enhancement helps enhance that level of knowledge and understanding.

1.2 INDUSTRY PROFILE

ZOHO is a global technology company headquartered in Chennai, India. The company provides a suite of software products for businesses, including customer relationship management (CRM), accounting, and productivity tools. Zoho has a diverse customer base, ranging from small and medium-sized enterprises to large corporations. The company was founded in 1996 and has since grown to become one of India's largest software providers, with over 60 million users worldwide. In addition to its Chennai headquarters, Zoho has offices in several countries, including the United States, China, Japan, and Australia

Zoho Corporation was founded in 1996 by Sridhar Vembu and Tony Thomas in Pleasanton, California. However, in 2009, the company moved its headquarters to Chennai, India, where it had already established a development center. Since then, Zoho has become a significant player in the Indian tech industry and a major employer in Chennai.

Over the years, Zoho has won numerous awards for its software products and company culture. In 2019, Zoho won the "Innovative Company of the Year" award at the Business Today MindRush Awards. In 2020, Zoho was named one of the "Forbes Cloud 100" companies for the fifth consecutive year.

Zoho has also been recognized for its commitment to social responsibility. The company has launched several initiatives to support education, healthcare, and environmental conservation in India. In 2020, Zoho partnered with the Indian government to provide free technology tools to schools across the country during the COVID-19 pandemic.

Overall, Zoho's move to Chennai has been a significant factor in its growth and success. The city's thriving tech ecosystem and pool of talented engineers have helped the company develop innovative software products and expand its global reach.

Zoho has a reputation for valuing employee satisfaction and creating a positive work culture. The company offers its employees a range of benefits, including flexible work hours, free meals, and on-site wellness programs. Additionally, Zoho encourages employees to pursue their passions outside of work and provides opportunities for professional development.

Zoho has also implemented several initiatives to promote a healthy work-life balance. For instance, the company offers a "Work from Anywhere" policy, allowing employees to work remotely from anywhere in the world. The company also encourages employees to take breaks and prioritize their mental health.

Zoho's focus on employee satisfaction has paid off in terms of employee retention and job satisfaction. The company has a low attrition rate, and many employees have been with the company for several years. Additionally, Zoho has received numerous awards for its workplace culture and employee satisfaction, including being named one of India's best companies to work for by the Great Place to Work Institute.

Overall, Zoho's commitment to employee satisfaction has helped the company attract and retain top talent and create a positive work environment.

Zoho has a strong reputation for customer satisfaction and providing high-quality software products and services. The company has a customer-centric approach, with a focus on understanding and addressing customer needs and feedback.

Zoho offers a range of software products for businesses, including CRM, accounting, marketing automation, and productivity tools. The company's products are known for their ease of use, affordability, and customizability. Zoho also provides excellent customer support, with 24/7 assistance and online resources to help customers troubleshoot issues.

Zoho's commitment to customer satisfaction has paid off in terms of customer loyalty and retention. The company has a large and diverse customer base, ranging from small businesses to large corporations, and serves customers in over 180 countries. Zoho has also received numerous awards and recognition for its customer service, including being named a "Gartner Peer Insights Customers' Choice" for CRM software in 2021.

Overall, Zoho's focus on customer satisfaction has helped the company build a loyal customer base and establish itself as a leading provider of business software solutions

Zoho is well-positioned for a bright future, with several initiatives and strategies in place to continue its growth and success. Here are some of the key areas where Zoho is focusing on for the future:

Expanding its product offerings: Zoho is constantly expanding its suite of software products to meet the evolving needs of businesses. The company is investing in new technologies such as artificial intelligence and machine learning to develop more advanced and innovative solutions.

Global expansion: Zoho is already a global company, with offices in several countries and customers around the world. However, the company is continuing to expand its presence in new regions and markets, with a particular focus on Europe and Asia.

Focus on security and privacy: Zoho places a strong emphasis on data security and privacy, and the company is investing heavily in this area. Zoho's products are designed with built-in security features, and the company is continually updating and enhancing its security measures to protect customer data.

Continued commitment to employee satisfaction: Zoho recognizes that its success is built on the dedication and hard work of its employees, and the company is committed to maintaining a positive work culture and ensuring employee satisfaction.

Overall, Zoho's future looks bright, with a strong focus on innovation, customer satisfaction, and employee well-being. The company is well-positioned to continue its growth and success in the years ahead

While Zoho has achieved significant success and growth, the company faces several challenges, as all businesses do. Here are some of the key challenges that Zoho may need to address in the future:

Competition: Zoho operates in a highly competitive industry, with many other companies offering similar software products and services. Zoho will need to continue to innovate and differentiate itself to remain competitive.

Global economic conditions: Zoho's business is impacted by global economic conditions, including changes in currency exchange rates, trade policies, and market volatility. Economic downturns could also impact the demand for the company's products and services.

Security threats: Zoho places a strong emphasis on data security and privacy, but the company still faces threats from cybercriminals and other bad actors. The company will need to continue to invest in security measures to protect customer data.

Talent acquisition and retention: Zoho is known for its positive work culture and employee satisfaction, but the company will need to continue to attract and retain top talent to support its growth and innovation.

Rapidly changing technology: The tech industry is constantly evolving, and new technologies are emerging all the time. Zoho will need to stay up-to-date on the latest trends and technologies to remain relevant and competitive.

Overall, while Zoho faces several challenges, the company has demonstrated its ability to adapt and innovate, and its focus on customer satisfaction, security, and employee well-being should help it navigate these challenges in the future.

Zoho CRM is a popular cloud-based customer relationship management software that is designed to help businesses manage their customer interactions and relationships more effectively. It is part of Zoho's suite of software products for businesses.

Zoho CRM provides a range of features and tools to help businesses manage their sales pipeline, track customer interactions, and automate repetitive tasks. Some of the key features of Zoho CRM include lead and contact management, sales forecasting, email marketing, social media integration, and analytics and reporting.

Zoho CRM is highly customizable, with a range of options for configuring the software to meet the specific needs of a business. The software can be integrated with other Zoho products, as well as third-party applications and services, to provide a comprehensive solution for managing all aspects of a business's customer relationships.

Overall, Zoho CRM is a powerful and flexible CRM solution that can help businesses of all sizes improve their customer management and sales processes

1.3 NEED FOR THE STUDY

- ✦ To help managers and board of directors to maintain good working environment.
- ✦ To motivate the employees to overcome communication barriers.
- ✦ To increase the profit of the organization by maintaining environment without communication barriers.
- ✦ To enhance employee performance in an organization.

1.4 OBJECTIVES OF THE STUDY

- ✦ To know the effects of communication barriers on individual performance of the employees.
- ✦ To find the ways by which communication barriers affect the performance of the employees.
- ✦ To find the ways to overcome communication barriers.

1.5 SCOPE OF THE STUDY

- ✦ The study covered the employees of ZOHO Corporation Chennai.
- ✦ This study went little further in discussing about communication barriers in detail.
- ✦ This study will be useful for studying about communication barriers.

CHAPTER-2

REVIEW OF LITERATURE

Nurazree Mahmud , Nur Khalisah Muhammed Zulfikri , Irzan Ismail , Zamri Miskam, 2020, The study states the barriers to effective communication in an organization. The purpose of this research is to investigate the factors influencing effective communication in an organization. The internal and external factors may both refer to communication barriers, which could be a stimulus, a situation or even an object that may hinder or prohibit any part of a communication process making it harder for messages to be encoded and decoded precisely by parties involved. The results indicated that organizational environment affects effective communication more than language and culture do.

Zabihullah Arab, Ataullah Muneeb, 2019, The study states the Effective Communication as a Strategy for Enhancing Organizational Performance. In this study the researcher examined the effective communication as a strategy for enhancing organizational performance and this research was conducted on private universities of Jalalabad City. Indeed, in this research paper the Ordinary Least Square (OLS) was used to estimate its results. The results show that there is positive relationship between effective communication and organizational performance. In fact, the results show that flow of communication has positive relationship with organizational performance.

Shruti Srivastava, Vineeta Prasad, 2019, This study states that the importance of effective communication strategies to improve workplace communication. This paper discusses the importance of effective workplace communication for a professional business graduate aspiring to join the industry. The result shows a significant improvement in the effective communication style of the experimental group in understanding the communication strategies which added to the work preparedness for the students.

Adelina Sylva, 2019, The study states the Cross-cultural communication barriers in international organization. This study, surveying and interviewing the employees of International Organization for Migration in Pakistan (IOM), was conducted to

understand whether a preference for supportive management style and directive management style is a result of highly individualistic, highly masculine and low uncertainty avoidance societies; and whether such preference leads to a stronger perception of team cohesiveness. Results showed that preference for directive management style was not related to highly masculine societies. Previous studies have found that preferences for certain management styles, as a result of national cultural orientation, may lead to cross communication barriers.

M. Gernjit Darnish and Murugan Ramu, 2018, The study states the Study on the Barriers on the Effective Communication. In this study researcher studies the level the management Stronger the Decision Making and controlling of communication barriers, To Analyze trends and performance of productivity ineffective way International Journal of Pure and Applied Mathematics Special Issue 59 development of an organization by controlling communication barriers between department-to-department intra departmental etc. This study concluded that communication may breakdown as a result of many communication barriers that may be attributed to the sender or receiver. Therefore, effective communication requires familiarity with the barriers. Choosing the right channel for communication is also important, because choosing the wrong medium undermines the message. When communication occurs in the cross-cultural context, extra caution is needed, given that different cultures have different norms regarding nonverbal communication, and different words will be interpreted differently across cultures.

Dr. Cad W. Shannon, 2018, The study states the Effective Management Communication Strategies. The researcher conducted this study s to explore effective communication strategies within an organization and determine how managers used these strategies to increase employee engagement, productivity, and organizational effectiveness. The implications for positive social change include the potential for managers with direct reports to improve their understanding of the causes of engagement and disengagement, internal communication strategies that cause disengagement, and the benefits of implementing engagement strategies. The results of this study provide managers with knowledge about employee engagement strategies

used to improve productivity and organizational effectiveness within the industry. Community relationships could also improve as a result of effective communication.

Jay Sanchez Castillo, 2018, The study states a cross cultural and communication barriers that exist when trying to conduct business between U.S. based companies and South America. This study took a qualitative approach through semi-structured interviews to gain a better understanding of best practices taken by South American companies when conducting business with foreign, United States based companies. The results from the interviews are intended to raise awareness for the need to improve cross cultural awareness for companies based in the United States, as they attempt to become multinational corporations. Furthermore, this study is intended to raise the concern for the improvement of cross-cultural training, and the findings considered during development of cross-cultural training, development, and coaching programs. Collectively, the strategies and tools developed using this study will enhance cultural knowledge and assist in successful completion of employees sent on international assignments

Dr. Khaled N. Alshuwairekh, 2017, The study states an Assessment of Trainees Perception toward Reasons of Communication Barriers (Personal Level & Organizational Level). . The purpose of this study is to assess trainees' perception toward reasons of communication barriers (personal level & organizational level) applied study on Trainees at International Company for Human & Management Development. The study concluded that the overall performance for International Company for Human & Management Development is good in communication matter however there are still area form continuous improvement. Recommendation: Based on research results and literature review, researcher has developed guidelines to overcome (Communication Barriers at Personal Level & organizational Level) not only suitable for international Company for Human & Management Development but also can be applied in any organizations.

Djouadi Hocine, Negrouche Akila, 2017, The study states the Investigating Barriers to Effective Communication and their impact on Employee's engagement. In this study the researcher deals with using English to communicate in real-life context in business

communication. In more precise terms, it investigates barriers to effective communication and their impact on employees engagement in EL KENDI Pharmaceutical Manufacturing Company-Deley Brahim-Algiers. Finally, the findings obtained show that barriers to effective communication exist in El KENDI Company though the majority of managers and employees are engaged to communicate effectively to achieve the organizational goals.

Abdulelah Ali Al-Tokhais, 2016, The study states the Relationship between communication effectiveness and multicultural employees job outcomes. In this study the researcher examines the relationship between effective communication and multicultural employees' job outcomes in Saudi hospitality and tourism organizations. Mix-methods, non-experimental, and exploratory survey was used in this study. Hotel employees working in Saudi hospitality and tourism organizations were surveyed. The results show that effective communication can predict employees' job satisfaction, job engagement, and turnover intention. The finding of this study suggest that more effort is needed from human resources to encourage and reinforce a change in attitude among managers to promote effective communication.

Shonubi. A.O, Akintaro. A.A, 2016, The study states The Impact of Effective Communication on Organizational Performance. In this study the researcher discussed about the series of empirical studies of communication and organizational performance. The research findings no doubt have validated the synergies relationship between communication approach and efficient organizational performance. They also recommended that there can still be more room for improvement and consequently better performance if management embraces the following recommendations: More clarity of ideas before attempting to communicate; Better understanding of the physical and human environment when communicating; A thorough analysis of the purpose of communication; Communication messages that are precise and are of short run often possess long run importance; All stakeholders should be encouraged to be good listeners; Immediate actions must be accompanied and accomplished with communication; and Communication that would be effective require a follow up and effective feedback mechanism process.

Massa Ernest Massa, 2016, The study states Dynamics of Communication Barriers on Public Institutions. In this study the researcher presents a study of the effects of communication barriers within the institutional management. This study investigates the effects of communication barriers on public institutions, how communication could be use to create adaptive mechanisms in their institutions. Whenever change is being implemented, the fear factor can set in. Continuous, honest and open communication is essential in such cases, because change can take people out of their “comfort zone” and raise their stress levels. The challenge is to communicate the right message that the “new zone” is even more comfortable and secure, or at least it will be once the initial short-term discomfort of implementing change has been overcome. The study concludes that knowing how, what, when, to whom and how much to communicate is essential for institutions going through communication barriers and it can help motivate the employees and gain understanding and support from the community.

Hui Jing, 2015, The study states Eliminating Barriers on Knowledge Sharing through Communication. In this study the researcher conducts a case study, it explores people’s perceptions of knowledge sharing through various communication channels in the frame of management consulting company, and to seek a relationship between performance incentive and knowledge sharing action within the same context. Based on the identified communication barriers for knowledge sharing in UniTax, a gap analysis has been performed against Ipe’s knowledge sharing model. After a study of employee’s motivation factors, it is recommended for UniTax to implementing the compensation structure to motivate the knowledge sharing.

NEBO, Chidiebere S. NWANKWO, Precious Ngozi & OKONKWO, Rita Ifeoma, 2015, The study states the role of effective communication on organizational performance. In this study the researcher examines the Role of Effective Communication on Organizational Performance, NnamdiAzikiwe University, Awka. The problem that led to the study is the disputes and delays in the access to information that would increase performance of staff. The findings from the study show that effective communication is the remedy to effective and efficient management performance of employees in an organization. The researcher recommends that there

is need for every organization to endeavor and make effective communication an essential integral part of its management strategies and map out a strategic way of storing information's; for this will also reduce loss of essential information and it will help to minimize organizational conflict, less misunderstanding and enhance information management.

OKUNEYE M.Y, LASISI J, OMONIYI C.O, SHODIYA O.A, 2014, The study states the Internal communication strategies and performance in service and manufacturing industry. In this study the researcher focuses on the internal communication strategies adopted by organization which increase performance of the organization. Most organization, be they public or private, understand the importance of strategic communication with customers and/or stakeholders. Hence there are marketing and communication specialists to produce communication plans for external use. The study found out that effective business communication is emphasized to a reasonable extent in the surveyed Nigerian companies, it was also found that the extent of practices of effective business communication were related to the category of business (service and manufacturing) and its size.

CAROLINE WANJIKU KIBE, 2014, The study states the Effects of Communication Strategies on Organizational Performance. In this study the researcher carried out an investigation on the relationship between communication strategies and organizational performance. The research project's main objective was to investigate the effects of communication strategies on organizational performance at Kenya Ports Authority. It also sought to find out how open-door policy of communication influences organizational performance, to assess how group effort enhances organizational performance, to analyze how organizational structure can improve organizational performance and to identify the roles of formal communication channels on organizational performance. The main conclusion drawn from the research was communication strategies play a central role in high-performance.

Festus Femi, 2014, The study states the Impact of Communication on Workers' Performance in Selected Organizations. In this study researcher examines the significant relationship between communication and workers' performance in some

selected organizations in Lagos State, Nigeria. The result of this study reveals that a relationship exists between effective communication and workers' performance, productivity and commitment. The study recommended that managers will need to communicate with employees regularly to improve workers commitment and performance.

Remida L.Ibrahim, 2013, The study states Examining Barriers to Effective Communication towards Improving Organizational Performance. In this study researcher examines the barriers to effective communication in improving organizational performance in public organization the case of High Court of TanzaniaMoshi zone. Conclusively, researcher has provided some solution and recommendation in improving effective communication. These are ensuring open door policy, provide feedback at a time, provide training to staff on communication skills, ensure availability of information, and accept individual differences.

Sultana, Abdullah, Tabassum, 2013, The study is about Exploring the communication barriers in private commercial banks of Bangladesh. In this study the researcher aims to investigate the communication barriers that should be removed for effective communication in the private commercial banks of Bangladesh. The Principal Component Analysis reveals three types of communication barriers; personal barriers, job barriers, and organizational barriers. Among these barriers, personal barriers are the most significant barriers according to the respondents of the study. Personal barriers include lack of English knowledge, local tone, opposite sex and hot temper. The second most important barriers are job barriers that include technical words, personal life and job monotony. The third most important barriers are organizational barriers which include defective technology and internal politics.

Cherie Gaither, 2012, The study states the Role of Internal Communication and the Effect on Employee Engagement. The purpose of this project was to develop and evaluate the effect of three evidence based internal communication practices on employee engagement for Kosair Children Hospital (KCH). The evidence-based practices include: Employee Forums, Wednesday Weekly and a Communication Portal page. The desired outcome of the communication team's efforts was to show a

significant increase in employee engagement for KCH, as compared to peer institutions. However, even though the impact was not significant, valuable information was obtained.

Mihail Aurel Titu and Daniela Flucsa, 2010, The Study states the Study Regarding the Influence of Communication Barriers in Direct Connection to the Management Applied in Public Institutions. This paper presents a study of the effects of communication barriers within the institutional management. Practice has shown that the lack of communication or of understanding makes the various segments of the same social body live on different coordinates. The study concluded that the lack of communication entails dissatisfaction, conflicts, it impedes development and it leads to the decline of the company which lacks communication.

Lucy Kagwiria Kuria, 2008, The study states the Effective communication on organizational performance. This study was carried out to assess effective communication and organizational performance at NHIF headquarters, Nairobi. The main objectives of the study were: to investigate how communication is carried out at NHIF; to determine the communication needs of the NHIF employees; to find out the challenges faced by employees of NHIF during the communication process and to establish what can be done to improve the employees and management communication. The study revealed that the organization tried to ensure that the employees receive clear, accurate and prompt information of what is expected of them. Most subordinate respondents reported that the employees were not given an opportunity to voice their suggestions and fears due to fear of losing their jobs. The organization did not also implement the views and opinion the employees, only the views and opinion of the top management staff could be implemented.

Dr. Aytekin ISMAN, 2005, The study states the Communication Barriers: A Study of Eastern Mediterranean University Students' and Teachers' of Online Program and Courses. This research study defines communication barriers in online program and courses by determining the perceptions of students and teachers at Eastern Mediterranean University. It aims to get the answers of question which is what sorts of problems students and teachers face while being involved in online courses and online

program. The study concluded that for having effective online system, defining the communication barriers is an important process. Therefore; multiple qualitative and quantitative research approaches under mixed approach are used to be aware of communication barriers in online context and make participants to revamp the system by eliminating the weaknesses of the existing system and adapting to new trends that teachers and students have experienced.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 Descriptive research design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 Sources of Data

Data collection is the term used to describe a process of preparing and collecting data.

- Primary data – Questionnaire given to 202 respondents.

3.3 Structure of questionnaire

Questionnaire contains two sections. First part was designed to know the general information about respondents and the second part contains the employees opinion about effects of communication barriers on performance enhancement.

3.4 Sampling technique

3.4.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 Sample size

The sample size for this survey is 202.

3.6 Period of study

The period of study is from Jan 2023 to March 2023 which is three months of study.

3.7 Location of study

The study was conducted in ZOHO Corporation Chennai.

3.8 Analytical tools

3.8.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9 Hypothesis testing

The Spss tools used for analyzing hypothesis were Chi-square test and One—way Anova test.

H0 - Null hypothesis(there is no significant relationship between the variables)

H1 – Alternate hypothesis(there is significant relationship between the variables).

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

3.10 Limitations of the study

- ✚ The data collected for the research is fully on primary data given by employees. There is a chance for personal bias.
- ✚ The study is confined to IT industries which is located in Chennai only.
- ✚ The study is conducted for a short duration so the depth analysis could not be done.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 4.1.1 Gender of the respondents

Gender	No. of respondents	Percentage
Male	110	54%
Female	92	46%

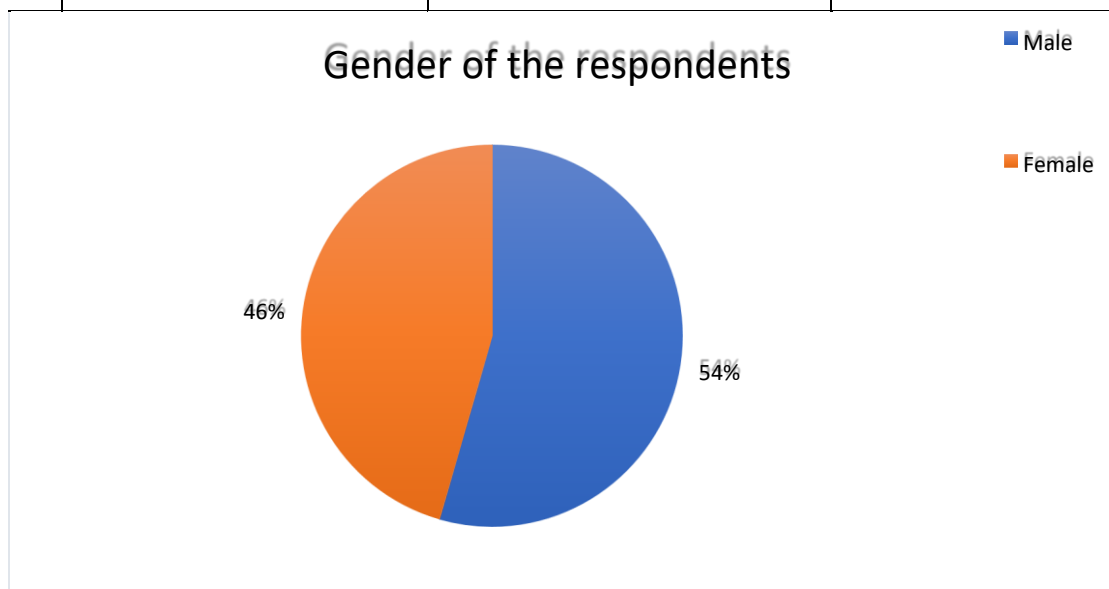


Chart 4.1.1 Gender of the respondents

INTERPRETATION

From the above table it is interpreted that majority 54% of respondents were male and 46% of respondents were female.

INFERENCE

Majority 54% of respondents were male.

Table 4.1.2 Age of the respondents

Age	No. of respondents	Percentage
20-25	97	48%
25-30	70	35%
30-35	26	13%
Above 35	9	4%

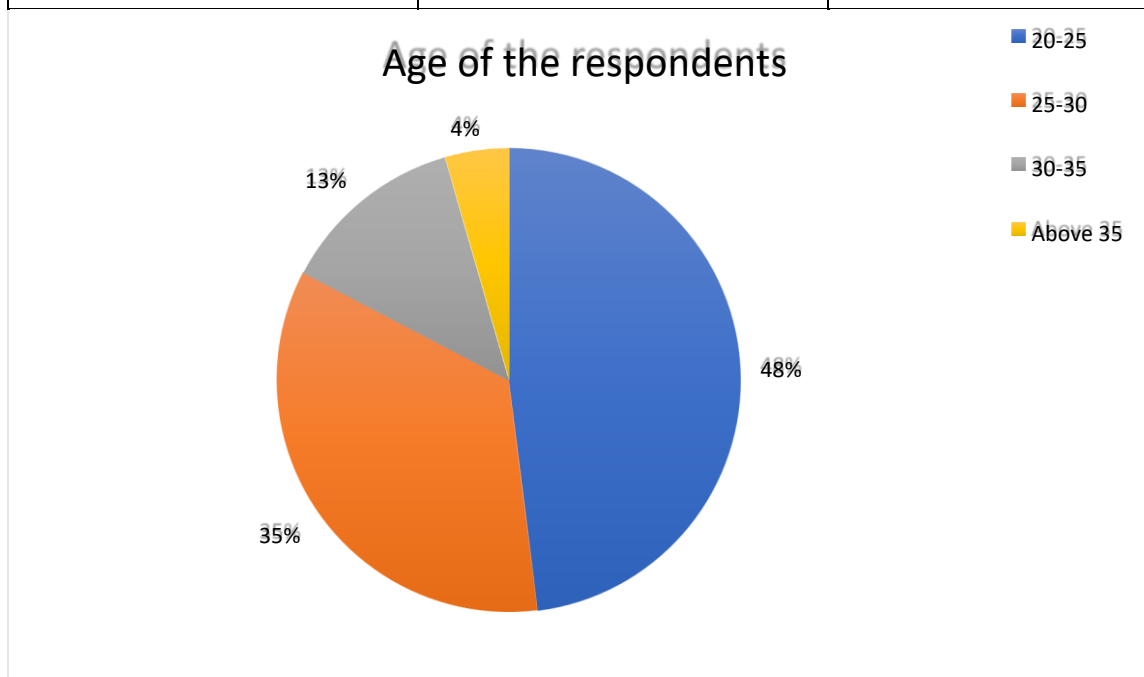


Chart 4.1.2 Age of the respondents

INTERPRETATION

From the above table it is interpreted that 48% respondents were between the age of 20-25, 35% respondents were between the age of 25-30, 13% respondents were between the age of 30-35, 4% respondents were above the age of 35.

INFERENCE

Majority 48% respondents were between the age of 20-25.

Table 4.1.3 Educational Qualification of respondents

Particulars	No. of respondents	Percentage
UG(BE/B Tech)	83	41%
UG(BSc)	37	18%
PG(ME/M Tech)	41	20%
PG(MSc)	18	9%
Other	23	12%

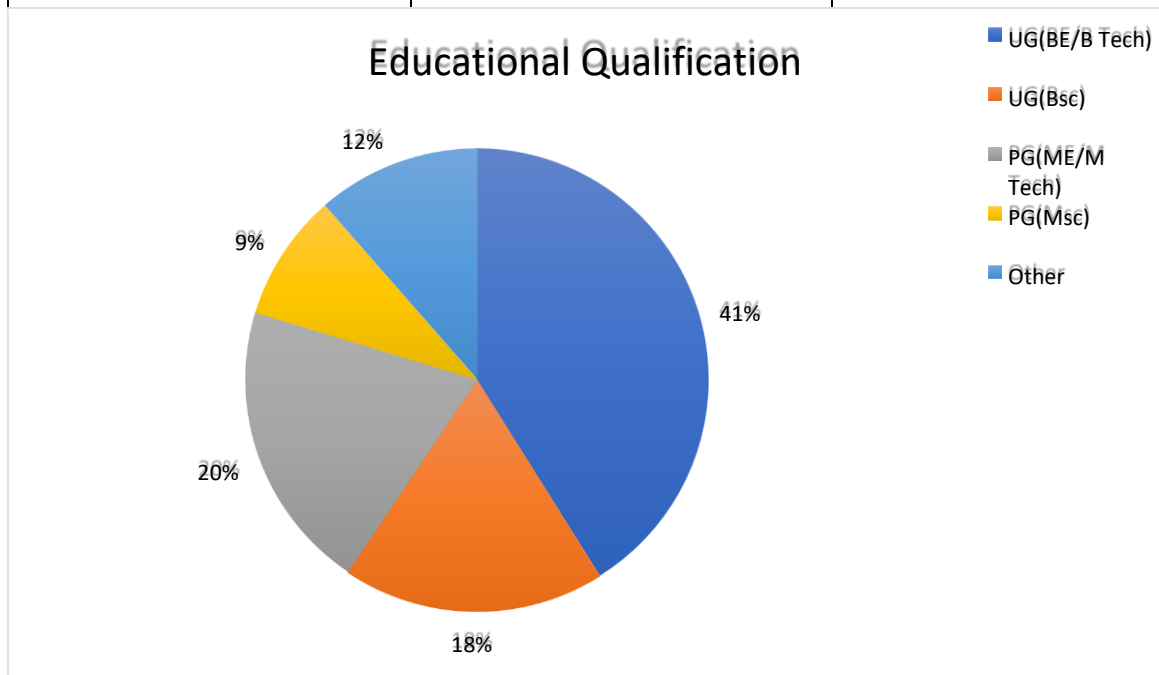


Chart 4.1.3 Educational Qualification of the respondents

INTERPRETATION

From the above table it is interpreted that 41% respondents were UG(BE/B Tech) graduate, 18% respondents were UG(BSc) graduate, 20% respondents were PG(ME/M Tech) graduate, 9% respondents were PG(MSc) graduate, 12% respondents were graduates of other streams.

INFERENCE

Majority 41% respondents were UG(BE/B Tech) graduates.

Table 4.1.4 Experience of the respondents

Particulars	No. of respondents	Percentage
Fresher	29	14%
1 year	41	20%
1-5 years	98	49%
5-10 years	25	12%
Above 10 years	9	5%

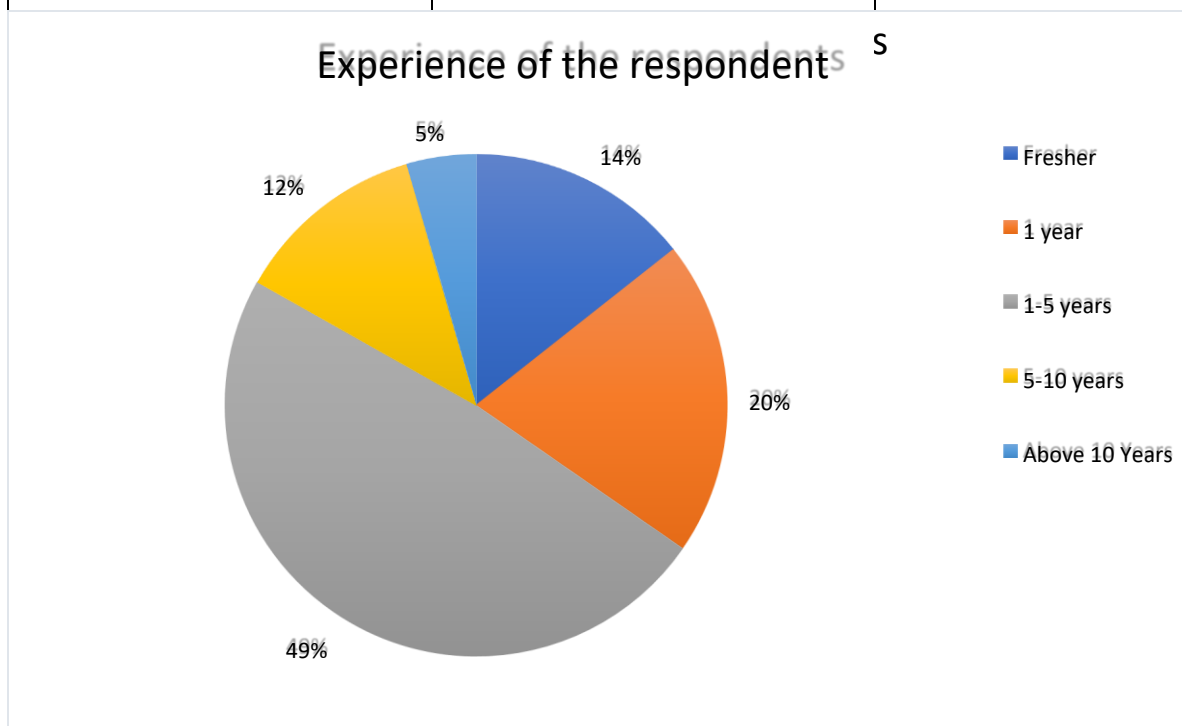


Chart 4.1.4 Experience of the respondents

INTERPRETATION

From the above table it is interpreted that 14% respondents were freshers, 20% respondents were having the experience of 1 year, 49% respondents were having the experience of 1-5 years, 12% respondents were having the experience of 5-10 years, 5% respondents were having the experience of Above 10 years.

INFERENCE

Majority 49% respondents were having the experience of 1-5 years.

Table 4.1.5 Mostly occurring communication barrier

Particulars	No. of respondents	Percentage
Physical	58	29%
Emotional	128	63%
Linguistic	16	8%

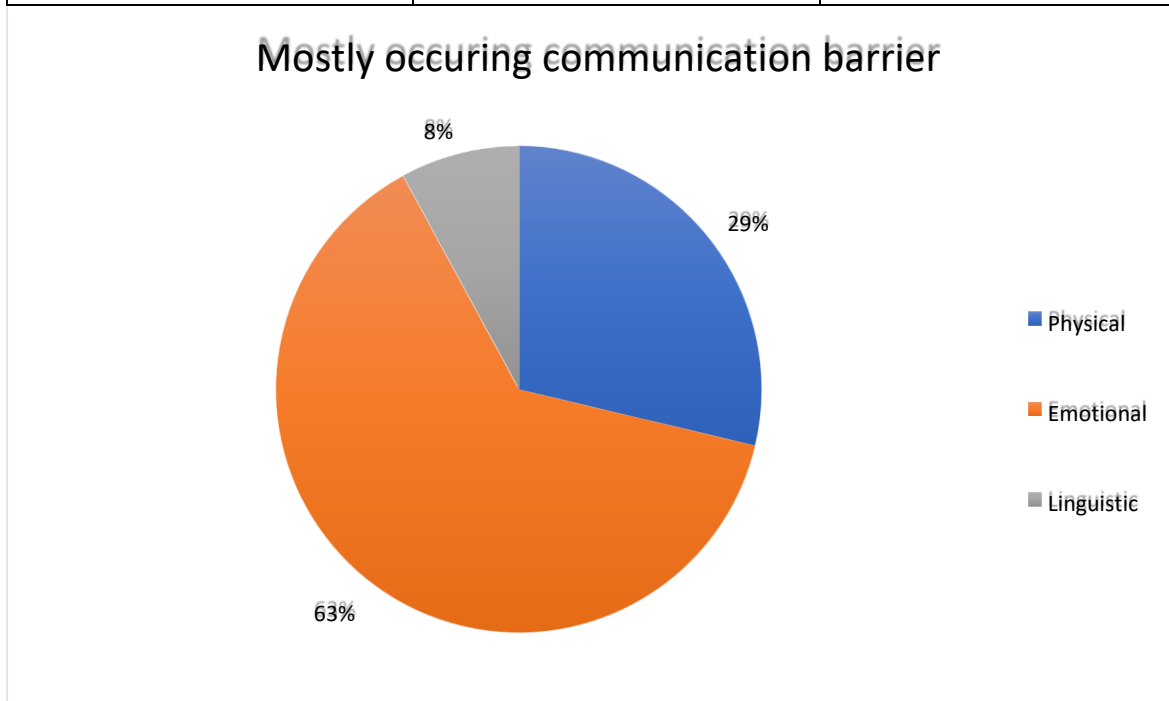


Chart 4.1.5 Mostly occurring communication barrier

INTERPRETATION

From the above table it is interpreted that 29% respondents were having physical barriers, 63% respondents were having emotional barriers, 8% respondents were having linguistic barriers.

INFERENCE

Majority 63% respondents were having emotional barriers.

Table 4.1.6 Struck in communication due to information overload

Particulars	No. of respondents	Percentage
Mostly	59	29%
Depends on information	117	58%
Sometimes	26	13%

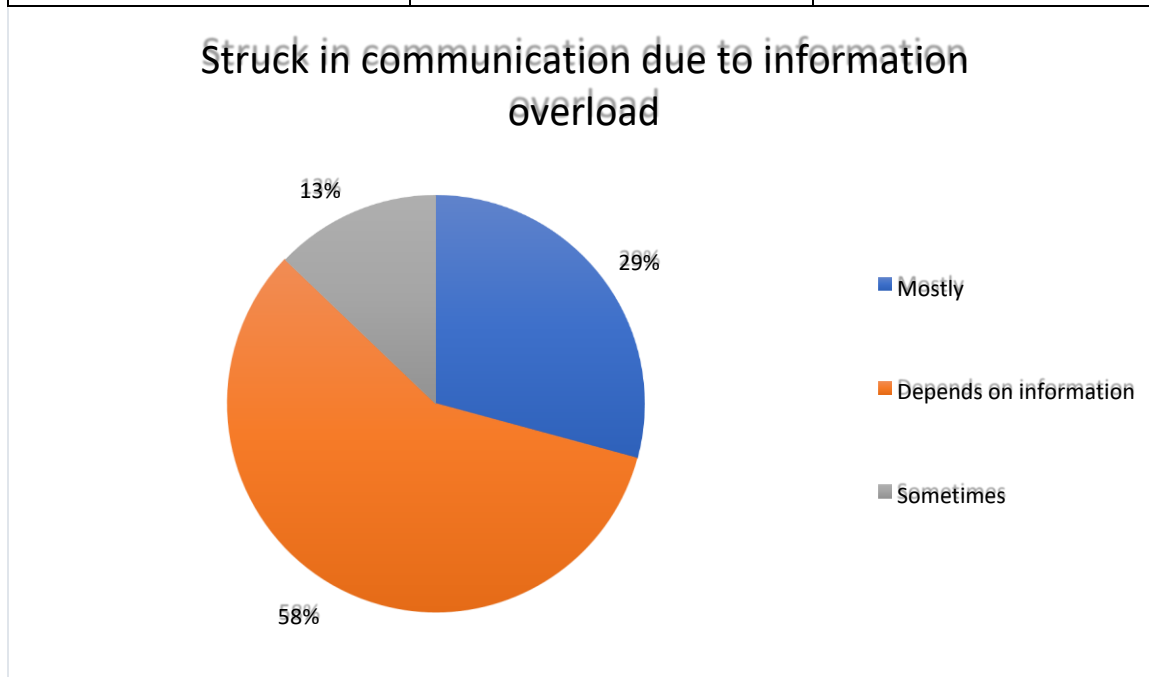


Chart 4.1.6 Struck in communication due to information overload

INTERPRETATION

From the above table it is interpreted that 29% respondents says that they were mostly struck in communication due to information overload, 58% respondents say that depending on information only they struck in communication, 13% respondents says that sometimes they were struck in communication due to information overload.

INFERENCE

Majority 58% respondents says that depending on information only they struck in communication.

Table 4.1.7 Problem in communication due to different language

Particulars	No. of respondents	Percentage
Yes	37	18%
No	95	47%
May be	70	35%

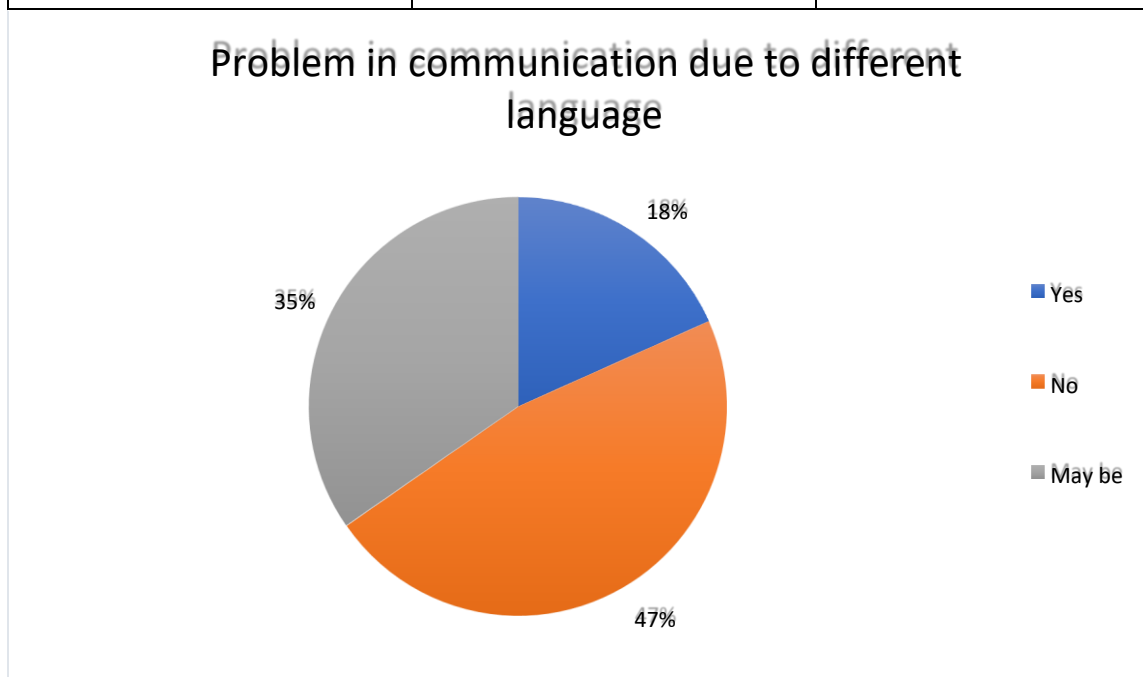


Chart 4.1.7 Problem in communication due to different language

INTERPRETATION

From the above table it is interpreted that 18% respondents were having the problem in communication due to different languages; 47% respondents were not having the problem in communication due to different languages; 35% respondents says that they may be have the problem in communication due to different languages.

INFERENCE

Majority 47% respondents were not having the problem in communication due to different languages.

Table 4.1.8 Problem in communication due to different communication styles

Particulars	No. of respondents	Percentage
Yes	27	13%
No	69	34%
May be	106	53%

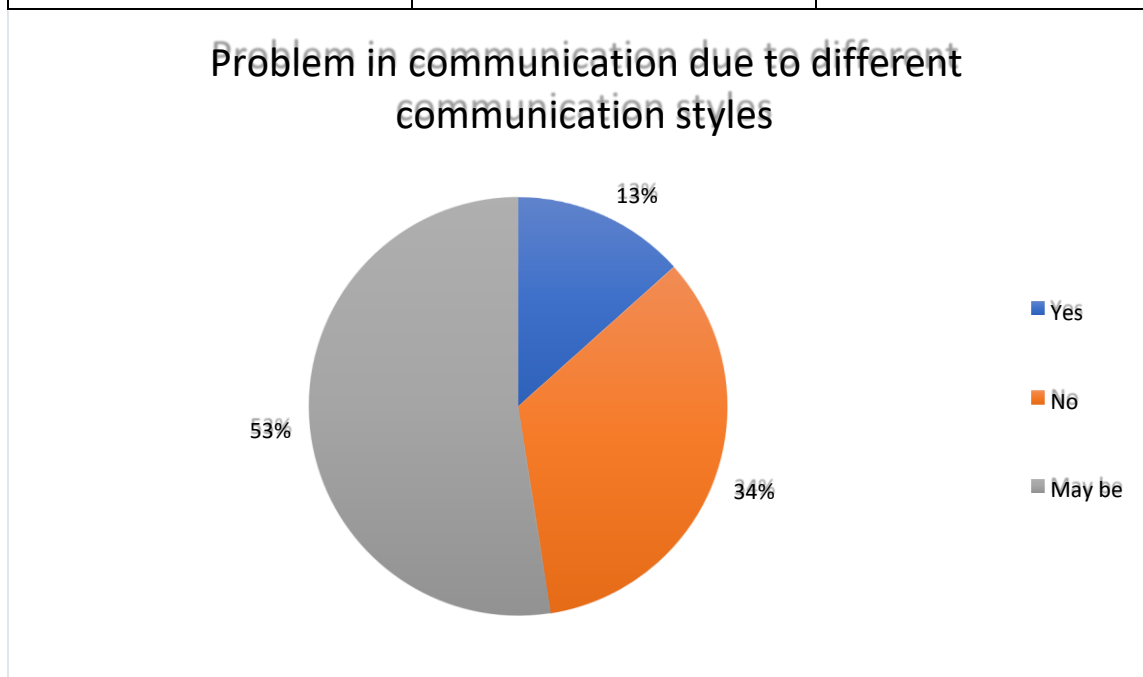


Chart 4.1.8 Problem in communication due to different communication styles

INTERPRETATION

From the above table it is interpreted that 13% respondents were having the problem in communication due to different communication styles; 34% respondents were not having the problem in communication due to different communication styles; 53% respondents says that they may be have the problem in communication due to different communication styles.

INFERENCE

Majority 53% respondents says that they may be have the problem in communication due to different communication styles.

Table 4.1.9 Problem in communication due to Gender differences

Particulars	No. of respondents	Percentage
Yes	45	22%
No	112	56%
May be	45	22%

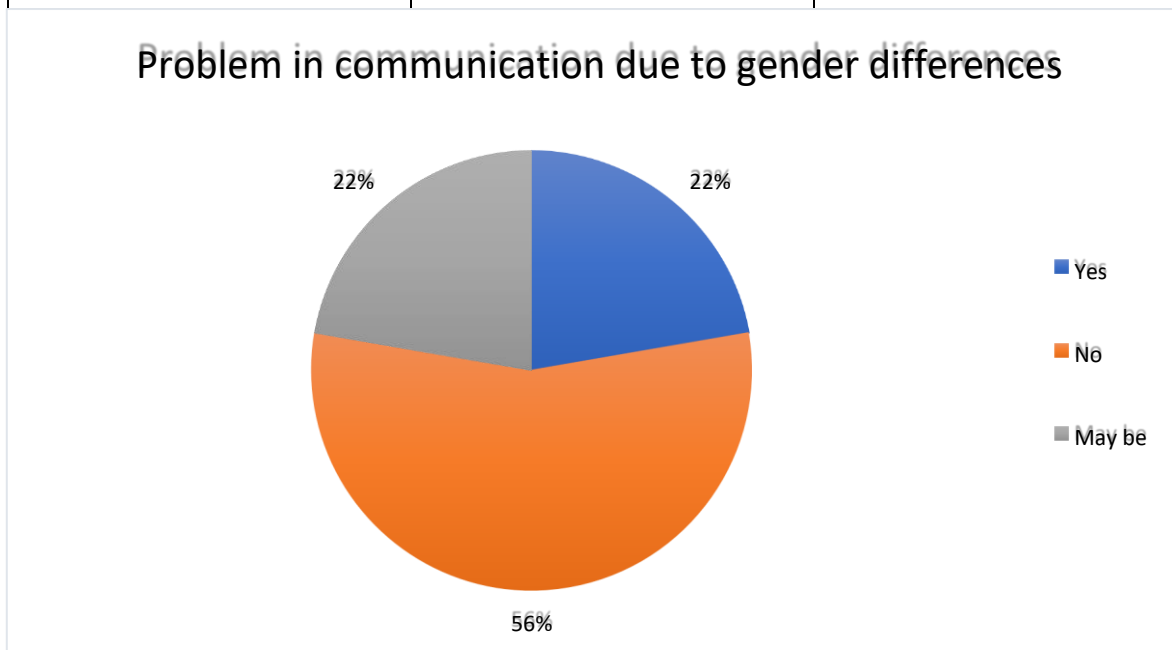


Chart 4.1.9 Problem in communication due to Gender differences

INTERPRETATION

From the above table it is interpreted that 22% respondents were having the problem in communication due to gender differences; 56% respondents were not having the problem in communication due to gender differences; 22% respondents says that they may be have the problem in communication due to gender differences.

INFERENCE

Majority 56% respondents were not having the problem in communication due to gender differences.

Table 4.1.10 Cases for having impatient or inactive listening problem

Particulars	No. of respondents	Percentage
Person, you don't like	53	26%
Information you already know better than them	113	56%
Other reasons	36	18%

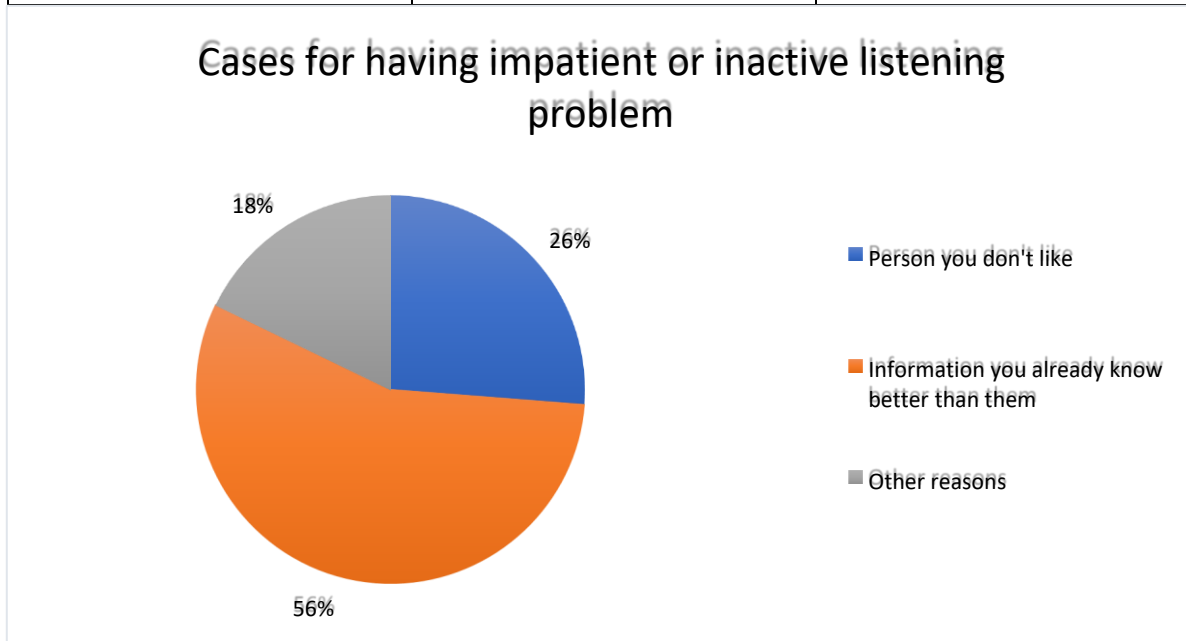


Chart 4.1.10 Cases for having impatient or inactive listening problem

INTERPRETATION

From the above table it is interpreted that 26% respondents were having listening problem because of the person they don't like, 56% respondents were having listening problem because of the Information they already know better than them, 18% respondents were having listening problem because of some other reasons.

INFERENCE

Majority 56% respondents were having listening problem because of the Information they already know better than them.

Table 4.1.11 Satisfaction level in communication support from colleagues

Particulars	Hr Manager		Team Leader		Senior Colleague	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Highly unsatisfied	29	14%	38	18%	34	17%
Unsatisfied	41	20%	32	16%	34	17%
Neutral	46	22%	42	21%	40	20%
Satisfied	37	18%	50	25%	51	25%
Highly Satisfied	49	26%	40	20%	43	21%

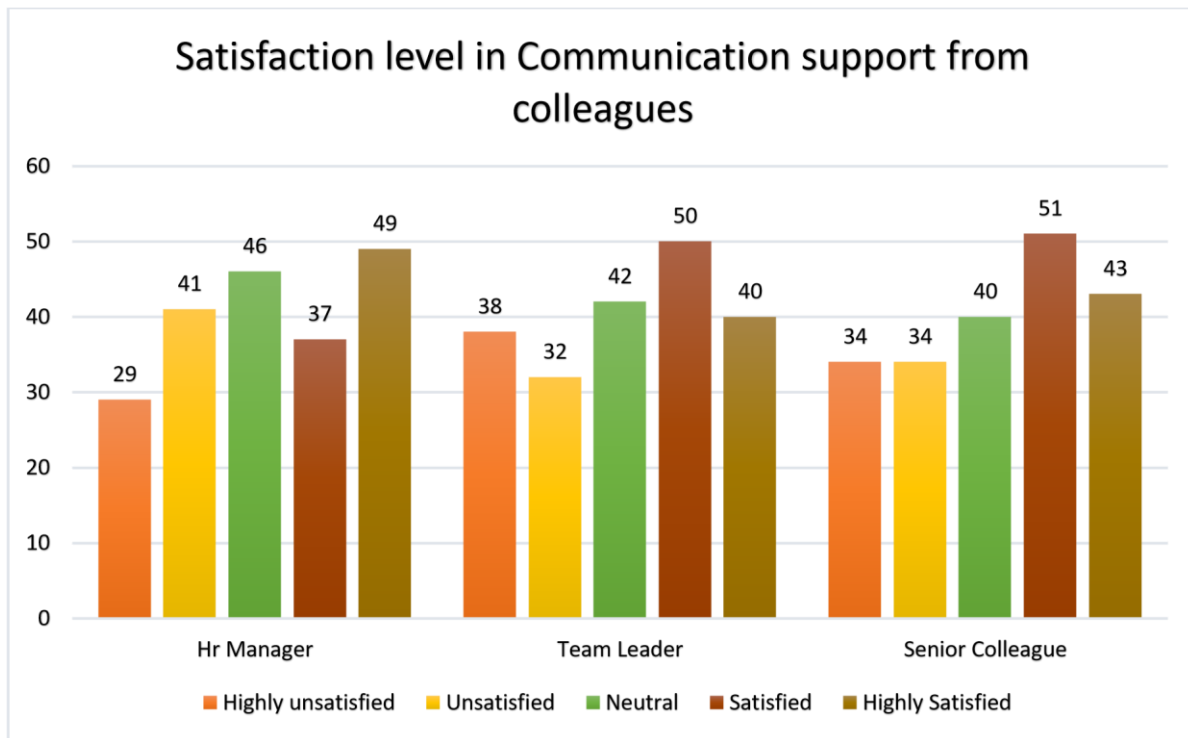


Chart 4.1.11 Satisfaction level in communication support from colleagues

INTERPRETATION

From the above table it is interpreted that 14% respondents were highly unsatisfied by the support of Hr manager, 20% respondents were unsatisfied by the support of Hr manager, 22% respondents were either satisfied or unsatisfied by the support of Hr manager, 18% respondents were satisfied by the support of Hr manager, 26% respondents were highly satisfied by the support of Hr manager,

It is interpreted that 18% respondents were highly unsatisfied by the support of Team Leader, 16% respondents were unsatisfied by the support of Team Leader, 21% respondents were either satisfied or unsatisfied by the support of Team Leader, 25% respondents were satisfied by the support of Team Leader, 20% respondents were highly satisfied by the support of Team Leader.

It is interpreted that 17% respondents were highly unsatisfied by the support of Senior Colleagues, 17% respondents were unsatisfied by the support of Senior Colleagues, 20% respondents were either satisfied or unsatisfied by the support of Senior

Colleagues, 25% respondents were satisfied by the support of Senior Colleagues, 21% respondents were highly satisfied by the support of Senior Colleagues.

INFERENCE

Majority 26% respondents were highly satisfied by the support of Hr manager. Majority 25% respondents were satisfied by the support of Team Leader. Majority 25% respondents were satisfied by the support of Senior Colleagues.

Table 4.1.12 Communication barriers affects productivity and performance of the employees

Particulars	No. of respondents	Percentage
Strongly disagree	9	5%
Disagree	19	9%
Neutral	38	19%
Agree	56	28%
Strongly Agree	80	39%

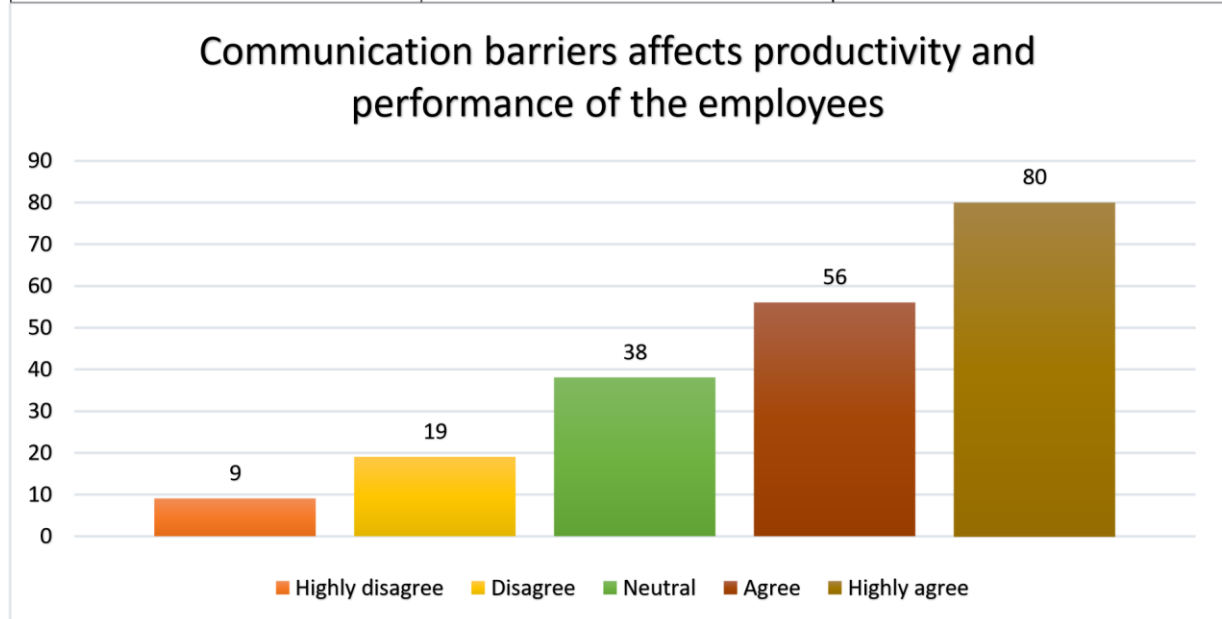


Chart 4.1.12 Communication barriers affects productivity and performance of the employees

INTERPRETATION

From the above table it is interpreted that 5% respondents were strongly disagree that communication barriers affect productivity and performance of the employees, 9% respondents were disagree that communication barriers affect productivity and performance of the employees, 19% respondents were either agree or disagree that communication barriers affect productivity and performance of the employees, 28% respondents were agree that communication barriers affect productivity and performance of the employees, 39% respondents were strongly agree that communication barriers affect productivity and performance of the employees.

INFERENCE

Majority 39% respondents were strongly agreeing that communication barriers affect productivity and performance of the employees.

Table 4.1.13 Team meetings schedule

Particulars	No. of respondents	Percentage
Twice in a week	110	55%
Once in a week	63	31%
Twice in a month	20	10%
Once in a month	9	4%

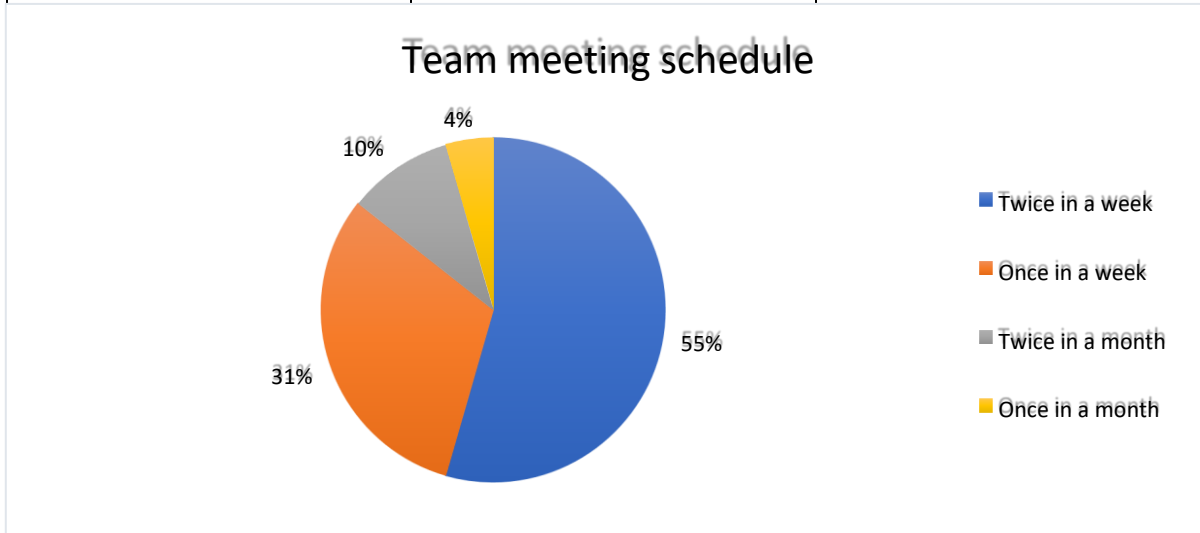


Chart 4.1.13 Team meetings schedule

From the above table it is found that 55% respondents have team meetings twice in a week, 31% respondents have team meetings once in a week, 10% respondents have team meetings twice in a month, 4% respondents have team meetings once in a month.

INFERENCE

Majority 55% respondents have team meetings twice in a week.

Table 4.1.14 Does team meetings helps to overcome communication barriers

Particulars	No. of respondents	Percentage
Yes	112	56%
No	27	13%
May be	63	31%

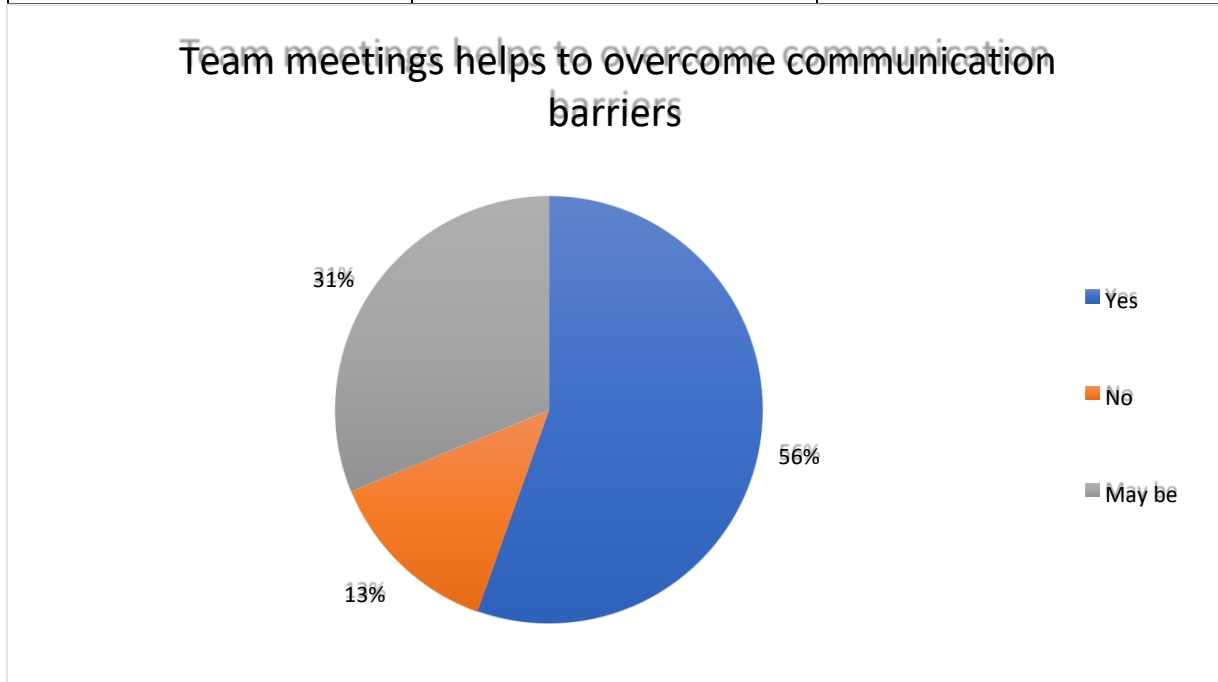


Chart 4.1.14 Does team meetings helps to overcome communication barriers

INTERPRETATION

From the above table it is interpreted that 56% respondents says that team meetings help to overcome communication barriers, 13% respondents says that team meetings do not helps to overcome communication barriers, 31% respondents says that team meetings may be helpful for overcoming communication barriers.

INTERPRETATION

INFERENCE

Majority 56% respondents says that team meetings help to overcome communication barriers.

Table 4.1.15 Missed any opportunities due to communication barriers

Particulars	No. of respondents	Percentage
Yes	79	39%
No	16	8%
One of the reasons	107	53%

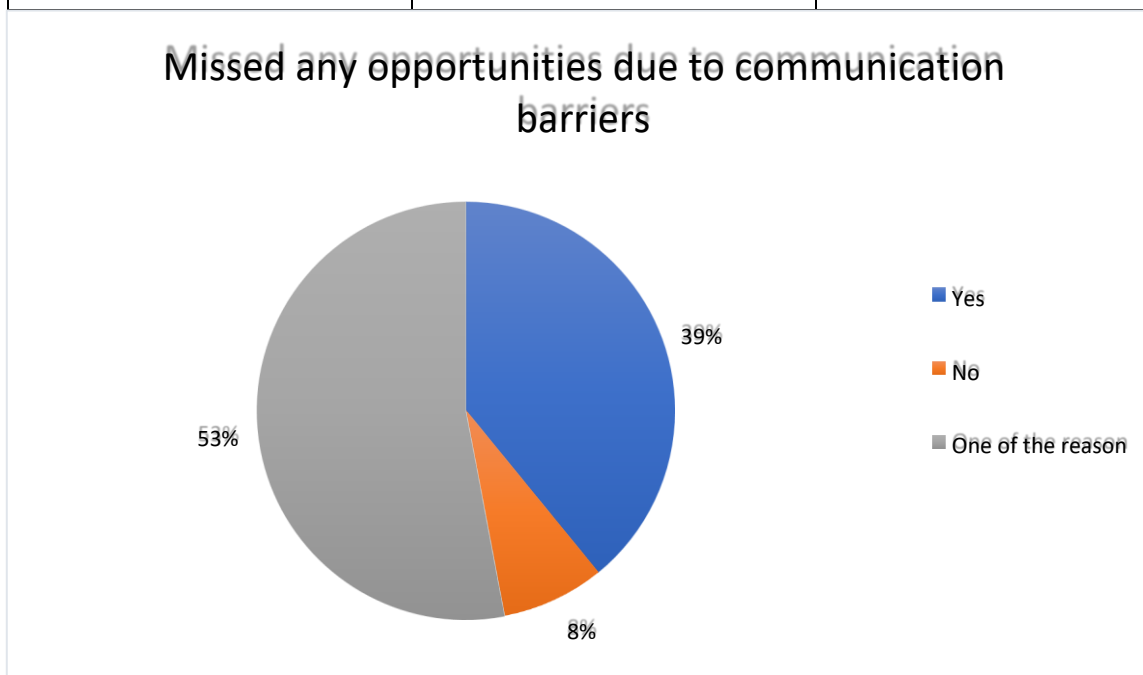


Chart 4.1.15 Missed any opportunities due to communication barriers

From the above table it is interpreted that 39% respondents have missed some opportunities due to communication barriers; 8% respondents have not missed any opportunities due to communication barriers; 53% respondents says that communication barrier is one of the reasons for missing some opportunities.

INFERENCE

Majority 53% respondents says that communication barrier is one of the reasons for missing some opportunities.

Table 4.1.16 Problem faced due to communication barrier

Particulars	No. of respondents	Percentage
Frustration	56	28%
Confusion	62	31%
Extremely tense environment	84	41%

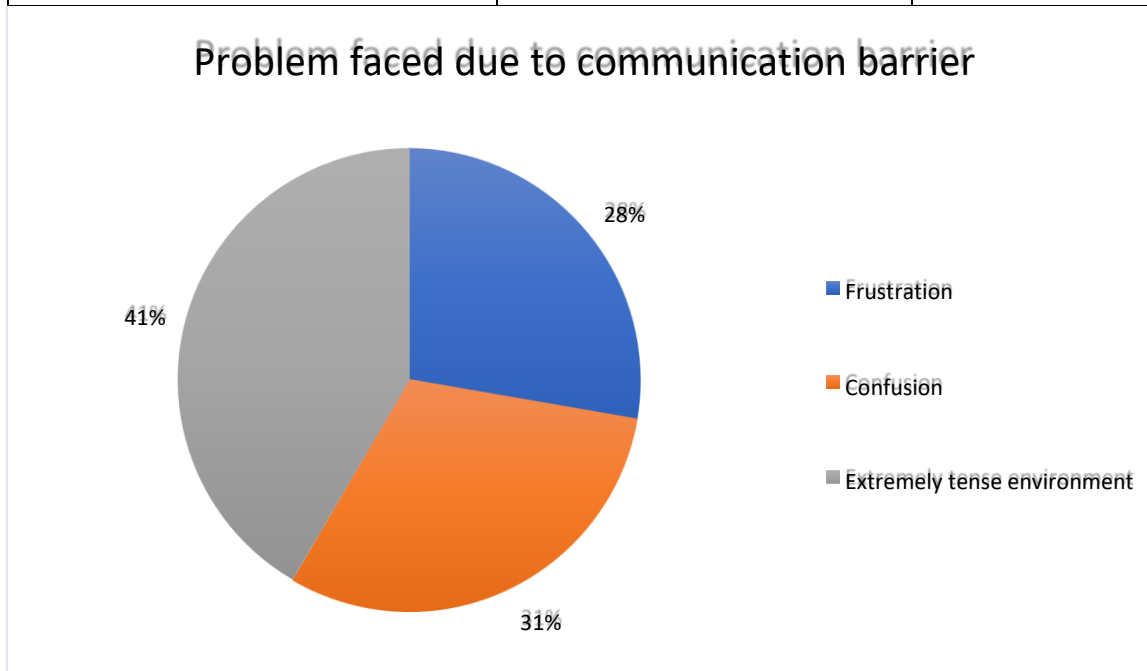


Chart 4.1.16 Problem faced due to communication barrier

INTERPRETATION

From the above table it is interpreted that 28% respondents have frustration problem due to communication barrier; 31% respondents have confusion problem due to communication barrier; 41% respondents have extremely tense environment problem due to communication barrier.

INFERENCE

Majority 41% respondents says that communication barrier causes extremely tense environment around them.

Table 4.1.17 Colleagues support to overcome communication barrier

Particulars	No. of respondents	Percentage
Yes	122	60%
No	28	14%
May be	52	26%

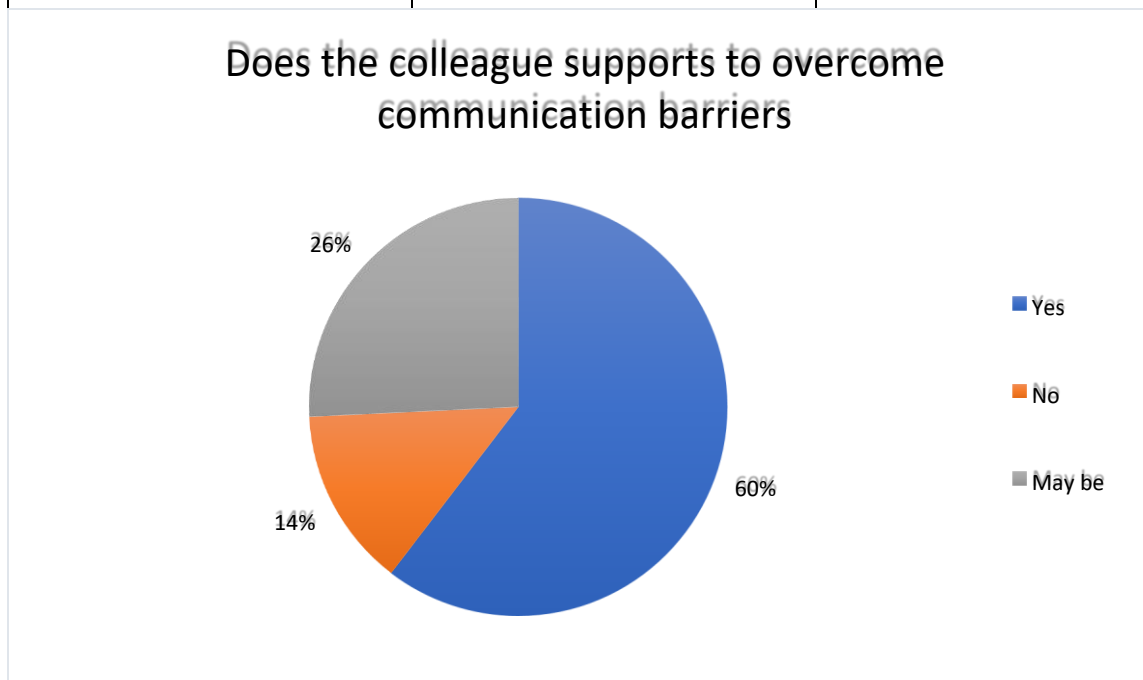


Chart 4.1.17 Colleagues support to overcome communication barrier

INTERPRETATION

From the above table it is interpreted that 60% respondents says that their colleagues support them to overcome communication barriers, 14% respondents says that their colleagues do not supports them to overcome communication barriers, 26% respondents says that their colleagues may be support them to overcome communication barriers.

INFERENCE

Majority 60% respondents says that their colleagues support them to overcome communication barriers.

Table 4.1.18 Internal term which is helpful for overcoming communication barriers

Particulars	No. of respondents	Percentage
Confidence	53	26%
Overcome shyness	52	26%
Good verbal knowledge	97	48%

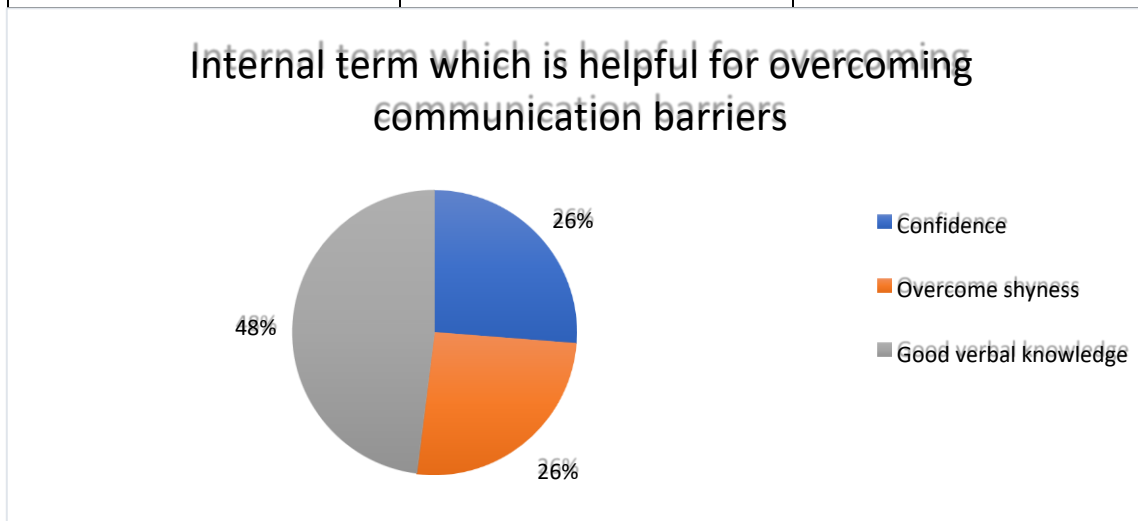


Chart 4.1.18 Internal term which is helpful for overcoming communication barriers

INTERPRETATION

From the above table it is interpreted that 26% respondents says that confidence helps them to overcome communication barriers, 26% respondents say that overcoming shyness helps them to overcome communication barriers, 48% respondents says that good verbal knowledge helps them to overcome communication barriers.

INFERENCE

Majority 48% respondents says that good verbal knowledge helps them to overcome communication barriers.

Table 4.1.19 Organization works continuously to abolish communication barriers

Particulars	No. of respondents	Percentage
Strongly disagree	6	3%
Disagree	14	7%
Neutral	45	22%
Agree	47	23%
Strongly agree	90	45%

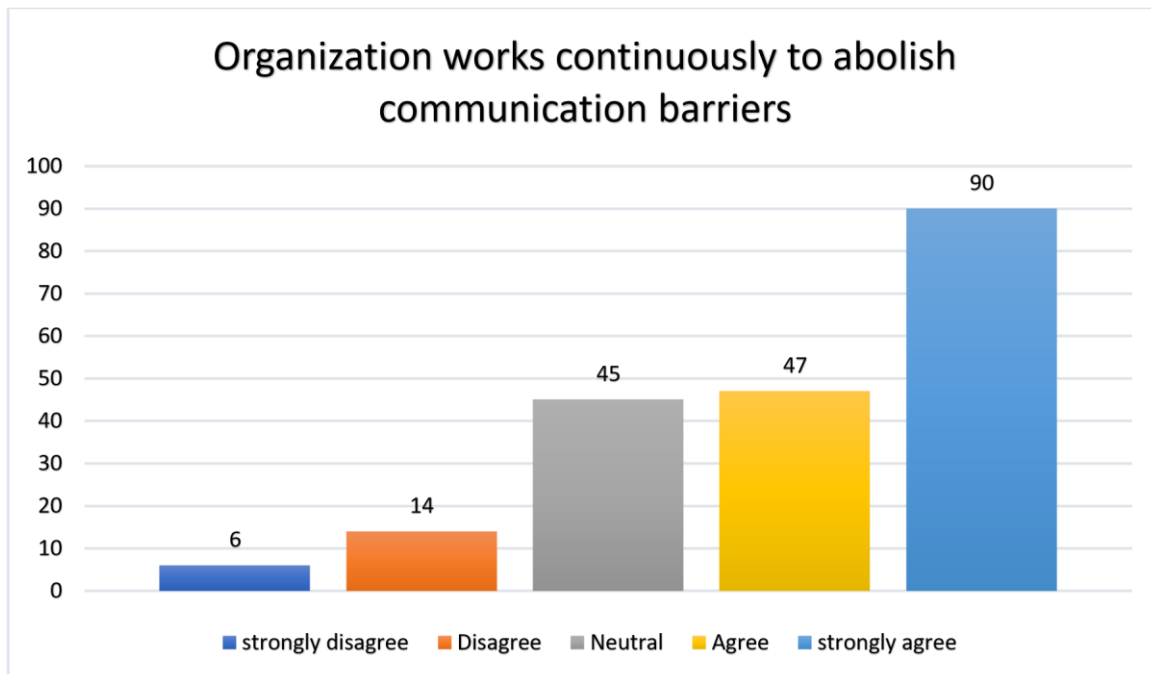


Chart 4.1.19 Organization works continuously to abolish communication barriers

INTERPRETATION

From the above table it is interpreted that 3% respondents strongly disagrees that organization works continuously to abolish communication barriers, 7% respondents disagrees that organization works continuously to abolish communication barriers, 22% respondents either agree or disagree that organization works continuously to abolish communication barriers, 23% respondents agrees that organization works continuously to abolish communication barriers, 45% respondents strongly agrees that organization works continuously to abolish communication barriers.

INFERENCE

Majority 45% respondents strongly agrees that organization works continuously to abolish communication barriers.

4.2 CHI-SQUARE TEST

Null hypothesis(H0): There is no significant association between team meetings and their part in overcoming communication barriers.

Alternate hypothesis(H1): There is a significant association between team meetings and their part in overcoming communication barriers.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
TEAM MEETINGS * OVERCOMING COMMUNICATION BARRIERS	200	100.0%	0	0.0%	200	100.0%
TEAM MEETINGS * OVERCOMING COMMUNICATION BARRIERS Crosstabulation						
			OVERCOMING COMMUNICATION BARRIERS			Total
			Yes	No	May be	
TEAM MEETINGS	Once in a week	Count	18	11	33	62
		Expected Count	34.4	8.1	19.5	62.0
	Twice in a week	Count	88	8	14	110
		Expected Count	61.1	14.3	34.7	110.0
	Once for month	Count	1	2	5	8
		Expected Count	4.4	1.0	2.5	8.0
	Twice for month	Count	4	5	11	20
		Expected Count	11.1	2.6	6.3	20.0
Total		Count	111	26	63	200
		Expected Count	111.0	26.0	63.0	200.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.423 ^a	6	0.000
Likelihood Ratio	64.942	6	0.000
Linear-by-Linear Association	0.001	1	0.974
N of Valid Cases	200		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 52.

INFERENCE

Since p value 0.00 is less than 0.005, null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant association between team meetings and their part in overcoming communication barriers.

4.3 ONE-WAY ANOVA TEST

Null hypothesis(H₀): There is no significant difference between experience of the employees and their support to their colleagues.

Alternate hypothesis(H₁): There is a significant difference between experience of the employees and their support to their colleagues.

Descriptive								
EXPERIENCE								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Yes	122	2.5738	1.02786	0.09306	2.3895	2.7580	1.00	5.00
No	26	2.9615	1.14824	0.22519	2.4978	3.4253	1.00	5.00
Maybe	52	2.9615	0.81557	0.11310	2.7345	3.1886	1.00	5.00
Total	200	2.7250	1.00720	0.07122	2.5846	2.8654	1.00	5.00

ANOVA					
EXPERIENCE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.154	2	3.577	3.619	0.029
Within Groups	194.721	197	0.988		
Total	201.875	199			

INFERENCE

Since p value 0.029 is less than 0.05, null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant difference between experience of the employees and their support to their colleagues.

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

- ✚ Majority 54% of respondents were male.
- ✚ Majority 48% respondents were between the age of 20-25.
- ✚ Majority 41% respondents were UG(BE/B Tech) graduates.
- ✚ Majority 49% respondents were having the experience of 1-5 years.
- ✚ Majority 63% respondents were having emotional barriers.
- ✚ Majority 58% respondents says that depending on information only they struck in communication.
- ✚ Majority 47% respondents were not having the problem in communication due to different languages.
- ✚ Majority 53% respondents says that they may be have the problem in communication due to different communication styles.
- ✚ Majority 56% respondents were not having the problem in communication due to gender differences.
- ✚ Majority 56% respondents were having listening problem because of the Information they already know better than them.
- ✚ Majority 26% respondents were highly satisfied by the support of Hr manager.
- ✚ Majority 25% respondents were satisfied by the support of Team Leader.
- ✚ Majority 25% respondents were satisfied by the support of Senior Colleagues.

- ✚ Majority 39% respondents were strongly agreeing that communication barriers affect productivity and performance of the employees.
- ✚ Majority 55% respondents have team meetings twice in a week.
- ✚ Majority 56% respondents says that team meetings help to overcome communication barriers.
- ✚ Majority 48% respondents says that good verbal knowledge helps them to overcome communication barriers.
- ✚ Majority 60% respondents says that their colleagues support them to overcome communication barriers.
- ✚ Majority 41% respondents says that communication barrier causes extremely tense environment around them.
- ✚ Majority 53% respondents says that communication barrier is one of the reasons for missing some opportunities.
- ✚ Majority 45% respondents strongly agrees that organization works continuously to abolish communication barriers.
- ✚ There is a significant difference between experience of the employees and their support to their colleagues.
- ✚ There is a significant association between team meetings and their part in overcoming communication barriers.

5.2 SUGGESTION

- ✚ Team meetings were helping to overcome communication barrier so every company must provide more meetings to the employees.
- ✚ Arranging more fun activities can make the employees feel better and more friendly.
- ✚ There must be equal preference given between genders so that it can reduce some communication barrier.
- ✚ Managers need to communicate with employees regularly to get feedback and offer suggestions in other to prevent confusion about future job assignments.

- ✦ Employees must take a step to learn more English so that it will be helpful for reducing the chances of communication barriers.
- ✦ Experienced employees must help their juniors to get out of the effects of communication barriers.

5.3 CONCLUSION

Effective communication creates mutual understanding between management and workers which helps in building genuine relationship among both parties in the organizations. Therefore, organizations should regularly articulate its policies, goals and objectives to its workers in order to improve work performance. Communication barriers were causing serious problem that many employees were losing opportunities as result of that. Communication barriers are something that prevents us from correctly getting and accepting the messages others use to communicate their information, thoughts and ideas. Barriers to effective communication can result in confusion which can lead to incorrect information being conveyed or miscommunication which can lead to loss of business. Barriers such as language, different communication style, physical, emotion are the main barriers constantly occurring. Organisation higher officials and company colleagues were helping to get out of communication barriers. Both internal and external communication barriers were in our hand its our duty to make it up correctly. In addition, top managers should communicate directly with their subordinates on issues of importance. Organizations should eliminate the barriers on communication and create efficient, participative, and transparent communication medium to improve workers commitment.

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APPENDIX(QUESTIONNAIRE)

1. Name : _____

2. Gender

- ☐ Male
- ☐ Female

3. Age

- ☐ 20-25
- ☐ 25-30
- ☐ 30-35
- ☐ Above 35

**3. Educational
qualification**

- ☐ UG(BE/B Tech)
- ☐ UG(BSc)
- ☐ PG (ME/M Tech)
- ☐ PG(MSc)
- ☐ Other

5. Experience

- ☐ Fresher ☐ 1 year
- ☐ 1-5 years ☐ 5-10

years ☐ Above 10

years

6. Kindly tell us which type of communication barriers occurs as always

☐ Physical

☐ Emotional

☐ Linguistic

7. Kindly tell us how often do you struck in communication due to information overload

☐ Mostly ☐ Depends on

Information ☐ Sometimes

8. Kindly tell us do you have problems in communication due to different language

☐ Yes

☐ No

☐ May be

9. Kindly tell us does different communication styles affect your communication

☐ Yes

☐ No

☐ May be

10. Kindly tell us does gender differences affects the communication ☐ Yes ☐ No

☐ May be

11. Kindly tell us in what cases you have impatient or inactive listening problem

- Person, you don't like
- Information you already know better than them
- Other reasons

12. Kindly tell us how satisfied are you with your colleagues for communication support

	Highly Unsatisfied	Unsatisfied	Neutral	Satisfied	Highly Satisfied
HR Manager					
Team Leader					
Senior Colleague					

13. Kindly tell us in your opinion does communication barriers affects productivity and performance of the employees

Strongly Disagree ●—●—●—●—● Strongly Agree

14. Kindly tell us how often do you have team meetings

- Twice in a week
- Once in a week
- Twice for month
- Once for month

15. Kindly tell us does team meetings helps you to overcome communication barriers

- Yes
- No
- May be

16. Kindly tell us have you missed any good opportunities due to communication barriers

- ☐ Yes
- ☐ No
- ☐ One of the reasons

17. Kindly tell us do you face any Below problem due to communication barriers

- ☐ Frustration
- ☐ Confusion
- ☐ Extremely tense

environment

18. Kindly tell us does a good friendly colleague help us to overcome communication barriers

- ☐ Yes ☐ No ☐ Maybe

19. Kindly tell us in the below terms which will be helpful for overcoming communication barrier

- ☐ Confidence
- ☐ Overcome shyness ☐ Good verbal knowledge

20. Kindly tell us do you agree your organization works continuously to abolish communication barriers

Strongly disagree●—●—●—●—●Strongly Agree

ANNEXURE II – RESEARCH ARTICLE

A STUDY ON THE EFFECTS OF COMMUNICATION BARRIERS ON THE PERFORMANCE ENHANCEMENT IN ZOHO CORPORATION CHENNAI

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ABSTRACT

Communication is an important tool for the growth of an organization. Barriers in this communication can make the organization to face many problems. This research is based on the effects of communication barriers on performance

enhancement in ZOHO Corporation Chennai. The study mainly focuses on the internal communication barriers on the employees. The primary objective of the study is to find the effects of communication barriers on individual performance of the employees. It also finds the ways by which communication barriers affects performances of the employees and also finds the ways to overcome communication barriers. This study is conducted in ZOHO Corporation Chennai. The primary data collected were through the questionnaires circulated to the employees working in ZOHO Corporation Chennai.

INTRODUCTION

All human interactions are form of communication. In world business today, nothing can be achieved without good communication with employers, employees, clients, suppliers, and even customers. Looking at the most successful business people in the world, one will see people who have mastered the art of communication. Business all over the world today is very challenging. To stay profitable in the highly challenging and competitive global market economy all factors at production (i.e., men, machine and materials), should be wisely managed. Among the factors of production, human resource constitutes the biggest challenge because unlike inputs, employee management demands skillful handling of thoughts, feelings and emotions to secure highest productivity. Communication barriers can cause serious problems in an organization. In this research, A study on the effects of communication barriers on performance enhancement in ZOHO Corporation Chennai, I have given my best work to find the effects of communication barriers and ways to overcome them.

REVIEW OF LITERATURE

Nurazree Mahmud , Nur Khalisah Muhammed Zulfikri , Irzan Ismail , Zamri Miskam, 2020, The study states the barriers to effective communication in an organization. The purpose of this research is to investigate the factors influencing effective communication in an organization. The internal and external factors may both refer to communication barriers, which could be a stimulus, a situation or even an object that may hinder or prohibit any part of a communication process making it harder for messages to

be encoded and decoded precisely by parties involved. The results indicated that organizational environment affects effective communication more than language and culture do.

Zabihullah Arab, Ataullah Muneeb, 2019, The study states the Effective Communication as a Strategy for Enhancing Organizational Performance. In this study the researcher examined the effective communication as a strategy for enhancing organizational performance and this research was conducted on private universities of Jalalabad City. Indeed, in this research paper the Ordinary Least Square (OLS) was used to estimate its results. The results show that there is positive relationship between effective communication and organizational performance. In fact, the results show that flow of communication has positive relationship with organizational performance.

NEED FOR THE STUDY

To help managers and board of directors to maintain good working environment. To motivate the employees to overcome communication barriers. To increase the profit of the organization by maintaining environment without communication barriers. To enhance employee performance in an organization.

OBJECTIVES OF THE STUDY

To know the effects of communication barriers on individual performance of the employees. To find the ways by which communication barriers affect the performance of the employees. To find the ways to overcome communication barriers.

SCOPE OF THE STUDY

The study covered the Employees of ZOHO Corporation Chennai. This study went little further in discussing about communication barriers in detail. This study will be useful for studying about communication barriers.

RESEARCH METHODOLOGY

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

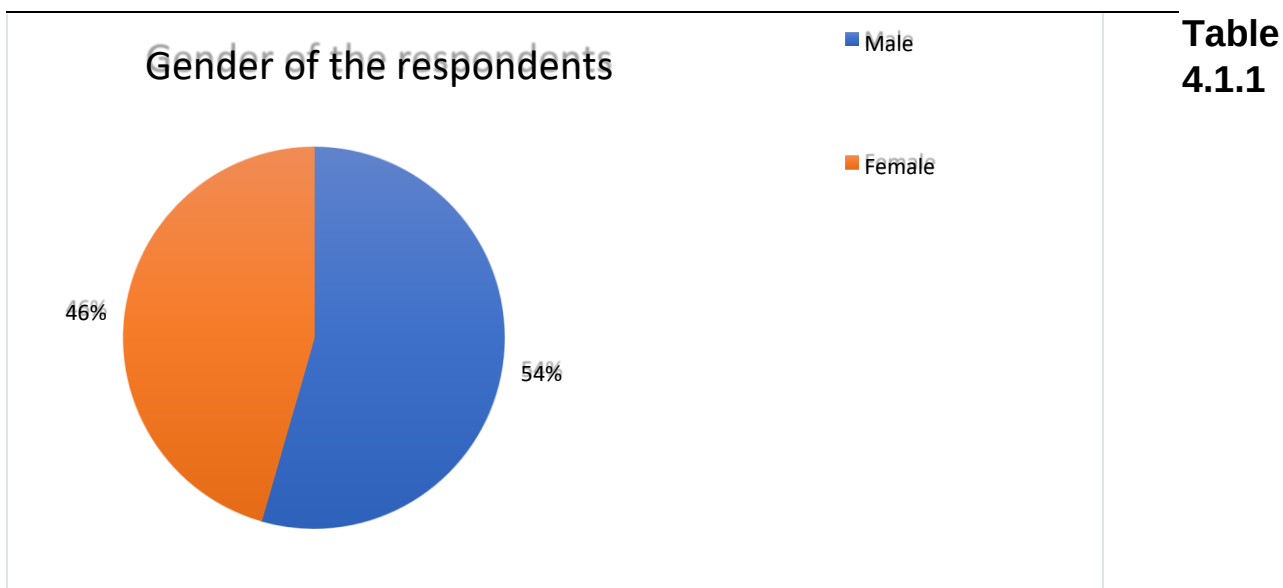
Questionnaire contains two sections. First part was designed to know the general information about respondents and the second part contains the employees opinion about effects of communication barriers on performance enhancement

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Gender	No. of respondents	Percentage
Male	110	54%
Female	92	46%



Gender of the respondents

Chart 4.1.1 Gender of the respondents

INTERPRETATION

From the above table it is interpreted that majority 54% of respondents were male and 46% of respondents were female.

INFERENCE

Majority 54% of respondents were male.

Age	No. of respondents	Percentage
20-25	97	48%
25-30	70	35%
30-35	26	13%
Above 35	9	4%

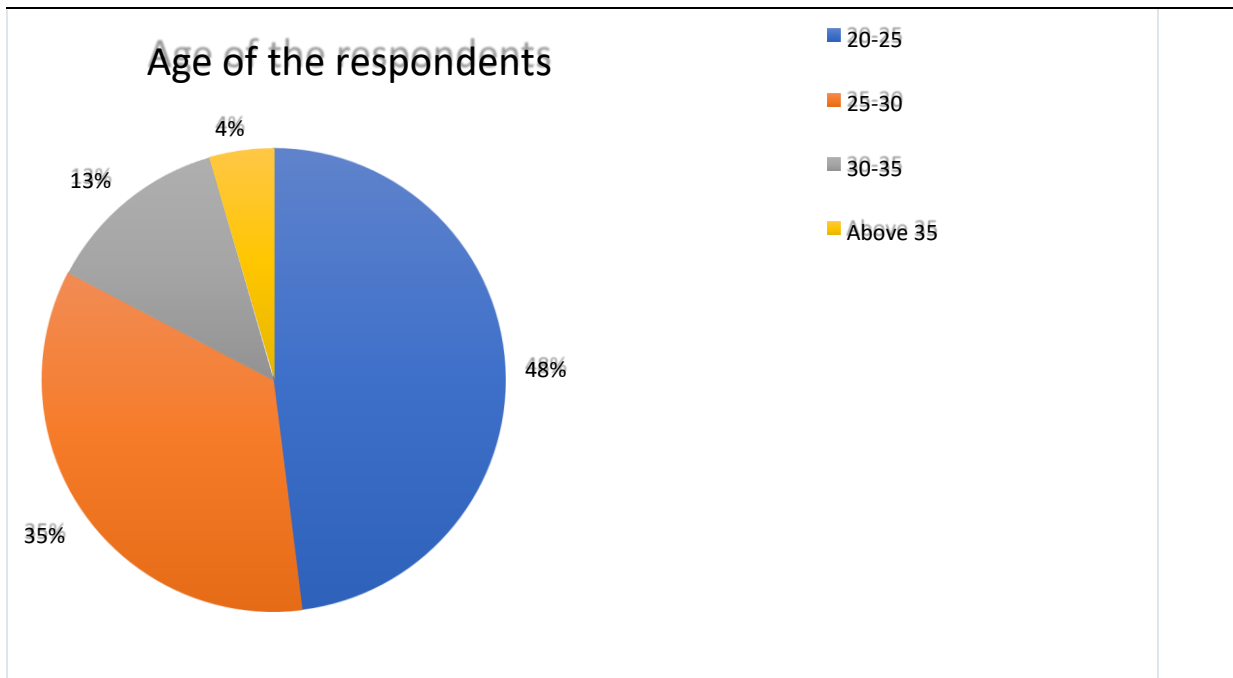


Table 4.1.2 Age of the respondents

Chart 4.1.2 Age of the respondents

INTERPRETATION

From the above table it is interpreted that 48% respondents were between the age of 20-25, 35% respondents were between the age of 25-30, 13% respondents were between the age of 30-35, 4% respondents were above the age of 35.

CHI-SQUARE TEST

Null hypothesis(H₀): There is no significant association between team meetings and their part in overcoming communication barriers.

Alternate hypothesis(H1): There is a significant association between team meetings and their part in overcoming communication barriers.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
TEAM MEETINGS * OVERCOMING COMMUNICATION BARRIERS	200	100.0%	0	0.0%	200	100.0%
TEAM MEETINGS * OVERCOMING COMMUNICATION BARRIERS Crosstabulation						
			OVERCOMING COMMUNICATION BARRIERS			
			Yes	No	May be	
TEAM MEETINGS	Once in a week	Count	18	11	33	62
		Expected Count	34.4	8.1	19.5	62.0
	Twice in a week	Count	88	8	14	110
		Expected Count	61.1	14.3	34.7	110.0
	Once for month	Count	1	2	5	8
		Expected Count	4.4	1.0	2.5	8.0
	Twice for month	Count	4	5	11	20
		Expected Count	11.1	2.6	6.3	20.0
Total		Count	111	26	63	200
		Expected Count	111.0	26.0	63.0	200.0

ONE WAY ANOVA TEST

Descriptive								
EXPERIENCE								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Yes	122	2.5738	1.02786	0.09306	2.3895	2.7580	1.00	5.00
No	26	2.9615	1.14824	0.22519	2.4978	3.4253	1.00	5.00
May be	52	2.9615	0.81557	0.11310	2.7345	3.1886	1.00	5.00
Total	200	2.7250	1.00720	0.07122	2.5846	2.8654	1.00	5.00
ANOVA								
EXPERIENCE								
	Sum of Squares	df	Mean Square	F	Sig.			
Between Groups	7.154	2	3.577	3.619	0.029			
Within Groups	194.721	197	0.988					
Total	201.875	199						

Null hypothesis(H0): There is no significant difference between experience of the employees and their support to their colleagues.

Alternate hypothesis(H1): There is a significant difference between experience of the employees and their support to their colleagues.

INFERENCE

Since p value 0.029 is less than 0.05, null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant difference between experience of the employees and their support to their colleagues.

SUGGESTION

- ❖ Team meetings were helping to overcome communication barrier so every company must provide more meetings to the employees.
- ❖ Arranging more fun activities can make the employees feel better and more friendly.
- ❖ There must be equal preference given between genders so that it can reduce some communication barrier.
- ❖ Managers need to communicate with employees regularly to get feedback and offer suggestions in other to prevent confusion about future job assignments.

CONCLUSION

Effective communication creates mutual understanding between management and workers which helps in building genuine relationship among both parties in the organizations. Therefore, organizations should regularly articulate it policies, goals and objectives to it workers in other to improve work performance. Communication barriers were causing serious problem that many employees were losing opportunities as result of that. Communication barriers are something that prevents us from correctly getting and accepting the messages others use to communicate their information, thoughts and ideas. Barriers to effective communication can result in confusion which can lead to incorrect information being conveyed or miscommunication which can lead to loss of business.

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