

**A STUDY ON PERFORMANCE APPRAISAL AMONG
THE EMPLOYEES AT A -BOND STRANDS Pvt Ltd**

Submitted in partial fulfillment of the requirements for the reward of

BACHELOR OF COMMERCE

By

REHANA.M

(39740192)



BACHELOR OF COMMERCE

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
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MAY 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC | 12B Status by UGC | Approved by
AICTE Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **REHANA. M (39740192)** who have done the project work entitled "**A STUDY ON PERFORMANCE APPRAISAL AMONG THE EMPLOYEES AT A -BOND STRANDS Pvt Ltd** " under my supervision from December 2021 to February 2022.

Dr. V.VANITHA MBA., M.PHIL., PH.D
Internal guide

External Guide

Dr. BHUVANESWARI. G, MBA., Ph.D.
Dean – School of Management Studies

Submitted for Viva-voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **REHANA. M (39740192)** hereby declare that the Project Report entitled “**A STUDY ON PERFORMANCE APPRAISAL AMONG THE EMPLOYEES AT A -BOND STRANDS Pvt Ltd** ” done by me under the guidance of **Dr. V.VANITHA MBA., M.PHIL. Ph.D.**, (internet Guide) and submitted in partial fulfillment of the requirements for the award Bachelor commerce.

DATE:

PLACE: CHENNAI

REHANA. M

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. BHUVANESWARI, MBA., Ph.D. Dean - School of Management Studies, and Dr. A. Palani, M.Com., M. Phil., M.B.A., Ph.D.** Head of the Department, of Management Studies for providing me with the necessary support and Details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide, **Dr. V.vanitha MBA., M.PHL., Ph.D.** for her valuable guidance, suggestions, and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the school of Business Administration who were helpful in many ways for the completion of the project.

REHANA. M

ABSTRACT

This study aimed to determine the factors which the employees in the organization prefer for their appraisal and the employee's satisfaction with the existing appraisal system. The results of the current study can be used by organizations to develop policies, practices, and strategies regarding their appraisal system and can create greater efficiencies in meeting strategic business objectives. Findings were made based on the data collected from 120 employees with the aid of a questionnaire in which a 5-point like a scale and rating scale was employed. Most of the respondents rated both subjective and objective measures as preferable. It was also found that some employees surveyed are dissatisfied with their present organization appraisal methods and there is a great chance that they may leave their employer if they get better job opportunities from any better employer the employers must pay attention to this situation and design effective methods as remedies at the earliest or else, they may soon their efficient workforce.

LIST OF TABLES

TABLE NO.	TITLES	PAGE NO.
4.1.1	Age-wise calculation	19
4.1.2	Marital status	20
4.1.3	Family size	21
4.1.4	Education qualification	22
4.1.5	In your opinion performance appraisal is.	23
4.1.6	Performance appraisal system organization is related to.	24
4.1.7	Satisfying and worthwhile and contribute to the success of the company	25
4.1.8	Recommend this company is a good place to work	26
4.1.9	Establishes plans and work objectives	27
4.1.10	Satisfied with current performance appraisal	28
4.1.11	Opinion on employee self-appraisal	29

4.1.12	Performance appraisals are usually conducted every	30
4.1.13	An Appraisal system will bring out the best in an employee	31
4.1.14	Performance appraisal is made	32
4.2.1	Chi-square table	35
4.3.1	Correlation	37

LIST OF CHARTS

CHART NO.	TITLES	PAGE NO.
4.1.1	Age-wise calculation	19
4.1.2	Marital status	20
4.1.3	Family size	21
4.1.4	Education qualification	22
4.1.5	In your opinion performance appraisal is.	23
4.1.6	Performance appraisal system organization is related to.	24
4.1.7	Satisfying and worthwhile and contribute to the success of the company	25
4.1.8	Recommend this company is a good place to work	26
4.1.9	Establishes plans and work objectives	27
4.1.10	Satisfied with current performance appraisal	28
4.1.11	Opinion on employee self-appraisal	29

4.1.12	Performance appraisals are usually conducted every	30
4.1.13	An Appraisal system will bring out the best in an employee	31
4.1.14	Performance appraisal is made	32

CHAPTER-1 INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

Performance appraisal on employee satisfaction is a process of summarizing, assessing, and developing the work performance of an employee. To be effective and constructive, the performance manager should make every effort to obtain as much objective information about the employee's performance as possible. Performance Appraisal is a review and discussion of an employee's performance of assigned duties and responsibilities based on results obtained by the employee in their job, not on the employee's personality characteristics. Personality should be considered only when it relates to performance in the carrying out of assigned duties and responsibilities. It is a structured formal interaction between a subordinate and supervisor, that usually takes the form of a periodic interview (annual or semi-annual), in which the work performance of the subordinate is examined and discussed, with a view to identifying weaknesses and strengths as well as opportunities for improvement and skills development.

In many organizations - but not all - appraisal results are used, either directly or indirectly, to help determine reward outcomes. That is, the appraisal results are used to identify the better performing employees - better-performing employees get the majority of available pay increases, bonuses, and promotions. Merit.

1.2 INDUSTRY PROFILE

The Indian auto industry is one of the largest in the world. The industry accounts for 7.1 percent of the country's Gross Domestic Product (GDP). The growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has a 14 percent market share. India is also a prominent auto exporter and has strong export growth expectations for the near future. Overall automobile exports grew 13.01 percent on year between April and December 2017. In addition, several initiatives by the government of India and the major automobile players in the Indian market are expected to make India a leader in the 2W and four-wheeler (4W) market in the world by 2020. The auto industry is set to witness major changes in the form of electric vehicles (EVs), shared mobility, Bharat stage-VI emissions and safety norms. Electric cars in India are expected to get new green number plates and may also get free parking for three years along with toll waivers. India's electric vehicle (EV) sales increased 37.5 percent to 22,000 units during FY 2015-16 and are poised to rise further on the back of cheaper energy.

Automobiles require a wide variety of raw materials for their production, including the iron used for steel, aluminum, gas, petroleum products used to make plastics, rubber, and special fibers. A large number of parts go into assembling an automobile. Beyond the big basic building blocks such as engines and transmissions, there are the interior parts such as instrument panels, seats and HVAC systems, along with all the necessary wiring to tie them together.

1.3. COMPANY PROFILE

Incorporated in 1995, A -BOND STRANDS Products (India) Pvt. Ltd is one of the renowned companies, manufacturing, exporting and supplying various precision machined components & assemblies like Automotive Components, Connecting Rod, Fly Wheels, Automotive Fly Wheel and many more. The company also offer various services with their products for conversion into castings, machining of castings and assemblies. The company's finest quality products find usage in the industries of power, engineering, hydraulics, automobile, valves and many others. The company possess the ability to customize the products as per the specific requirements of our clients. Their well-equipped manufacturing unit consists of various machines that operate 24x7 to fulfill the accepted orders for the products. All the machines are operated and looked after, by a team of experts who possess rich expertise in their definite profile. Offering Casings & Housings, Aluminum Casting Products, Auto Components, Automobile Components, Forgings, Rubber Products, Levers & Sprockets etc. Located at Chennai, Tamil Nadu, India, the company possesses a fully integrated production unit which is spread over an area of Half an Acre. The manufacturing unit is equipped with state-of-the-art efficient machineries that results in the flexible production capacity, depending on the receive orders. A-BOND STRANDS products (India) private limited has started in 11-12-1995, which is located in CHENNAI-45, Tamil Nadu. A-BOND STRANDS products India private limited was registered at registrar of companies Chennai on 11 December, 1995 and is categorized as company limited by shares and an Indian non-government company. This is categorized under Company limited by shares in INDIA. As per the last information, this company is in Unlisted status.

A-BOND STRANDS (India) private Limited's registered corporate office is at Unit no.9, SDF II Phase madras export processing, postal code / zip code is 60004. A-BOND STRANDS products India private limited corporate identification number (CIN) is U35999TN1995PTC033801 and registration number is 033801. A-BOND STRANDS (India) private limited currently have 3 active directors/partners:

CHAPTER-2

2.1 REVIEW OF LITERATURE

Review of literature provides an elaborate and comprehensive understanding of a research project. Related literature acts as the backbone for research. Infact, the researcher who undertake a research project with systematic reviewing other studies related to the problem, completes the research successfully.

Identification of the problem, development of a research design and determination of the size and scope of the problem, all depends to a great extent on the care and interest with which a researcher has examined the literature related to intended research. The review of literature serves as variety of background, which functions as preparation to the actual collection of data.

The study of related literature is an indispensable task in research. According to Borg (1974) "The literature in any field forms the foundation for which all the future work will be built. If we fail to build the foundation of knowledge provided by the review of related literature, our work is likely to be shallow and naive and after duplicate work that have already been done better by someone else."

Ward (2005) has stated that organization's introducing 360- degree feedback often find that it has a morale- boosting effects. The feedback contains a mixture of strengths and areas for development.

Agua, Beryl. Cray (2004) this study was designed to measure the attitude and believes of remote workers towards performance appraisals in the work places. The assumption is that performance appraisal practices should not differ in traditional and environment.

The traditional work environment is defined as an office environment where the employee and manager work in the same physical location. The remote work environment is defined as a work setting where employee and manager work in a physically separate location. Noe et al (2006) define performance management as "the process through which

managers ensure that employees' activities and outputs are congruent with the organization's goals". The concept of performance management has contributed a lot in the development Human Resource Management in recent years.

The concept was first coined by Beer and Rush in 1976. However, it is barely in the mid 1980's that it had been accepted as a distinctive approach. Performance Management is widely being used in organizations so as to obtain the best results by trying to improve performance of the workforce. Goals and standards are being planned well beforehand in order to get satisfied outcomes.

Performance appraisal also known as performance review, formally documents the achievements of an individual with regards to set targets. It is a component of PMS. The system has become an essential management tool in today's organizations. Managing employees' performance can be said to be as important as any other work that all managers execute during the year. T. R. Manoharan (2002) has written in this article authors have discussed that they have noticed that in many organizations appraisal systems are: (a) not relevant to organizational objectives, (b) subject to personal bias, and (c) are often influenced more heavily by personality than by performance.

To eliminate these negative things there is an attempt with a computer-based tool called Data Envelopment Analysis (DEA) which is used in the working place to evaluate the performance of employees. Sample size is 23 employees. A DEA study provides the following four properties (Parade, Smith & Schaffner-Chatterjee 2002).

A piecewise linear empirical envelopment surface to represent the best practice frontier, consisting of units which exhibit the highest attainable outputs in relation to all other DMUs in the population, for their given level of inputs. An efficiency metric to represent the maximal performance measure for each DMU (Decision Making Units) measured by its distance to the frontier. Specific targets or efficient projections onto the frontier for each inefficient DMU

An efficient reference set or peer group for each DMU defined by the efficient units closest to the Duchene regression analysis is used and correlation has been checked in between

these factors of DEA data set: Job knowledge, customer relation, work habit, interpersonal relations, quality and quantity. Rafiqul Islam (July 8-10, 2005) has discussed in this article scholars have discussed that to evaluate the performance of organization that it is meeting its goals or not, it is important to evaluate the performance of employees of the organization and for this evaluation effective performance appraisal system should be maintained.

They have mentioned two main objectives of this study first is to give rewards to those employees who have performed good in achieving organizational goals and second is to identify those objectives which are not met and make an action plan to ensure that they will achieved in future. In this paper AHP (analytic hierarchy process) to evaluate employee performance.

The criteria are used for appraisal is: quantity/quality of the work, planning/organization, initiative/commitment, teamwork/cooperation, communication and external factors. Their sample size is 170 employees. There are many advantages of using AHP i.e., AHP can compare two decision elements at a time, it is easy and simple to use, it can easily accommodate multiple decision makers to solve any specific problem.

Graeme Redshaw (2008) has written in this article is about to improve the performance appraisal system of nurses in organization. Author distributed questionnaire to 8 nurses to know about the performance appraisal system of the organization. 7 nurses were nervous before the appraisal and 1 was confident after the appraisal all nurses were agreed with the outcomes of appraisal.

If the successful appraisal system is established so there will be clear aims and objectives, and will be able to implement fairly. Proper training will be provided to the managers to appraise the staff correctly.

Diane Shaffer (May 11, 2009) has written in his article writer has discussed that motivation and performance appraisal are interrelated. Motivation is dependent on performance management. Employees who are motivated and happy with their jobs want to stay connected with the company for a long time.

Many organizations have not implemented correct performance appraisal system to evaluate the performance of employees. Author has discussed here that they should implement a successful appraisal method/system and also give reward to employees who perform good in the organization. Through this practice employee become motivated towards their jobs and improve their performance and performance of organization as a whole will also improve.

Allmouth McDowall (2009) has discussed in his article that due to the high level of competition training and development has become very important. It's an era of globalization so it is playing a key role for the organization to get competitive advantage. While selection of activities including coaching, 360-degree appraisal and development centers (DCs) are become linked to development.

In this article 360-degree appraisal has been discussed that it is very important to give the feedback to the employees about their performances. Positive feedback motivates the employees and they become more willing to work for further development programs. The authors examine different development activities with the aim being to provide a framework with which to assess each one's effectiveness. They compare the processes incorporating a range of significant factors and highlight several important implications that arise for any aim to meet organizations.

Donald L. Carruth (2009) has discussed that the purpose of this paper is to demonstrate the need for and propose a more aligned and integrated standard for performance evaluation to enhance effective strategic control. The paper reviews the various issues creating discontent with the performance appraisal systems within many organizations and demonstrates how these problems inhibit successful strategic control.

It attempts to cogently incorporate the performance appraisal characteristics needed for the exercise to function as a critical organizational control metric and a useful feedback mechanism for strategic management of the firm. The paper finds that, whereas performance evaluation has received reasonably robust examination in the human

resources literature, explicit guidance toward the integration with strategic control is inadequate.

Without consistent alignment between these functions, however, performance appraisal becomes an exercise in futility instead of a vital control measurement, often resulting in not only personnel dissatisfaction but also, more importantly, an impediment to systematic strategy implementation. H.C. Shiva Prasad (2010) in this research paper authors have done work to check the performance of Indian software professionals (SPs) Data were collected from 441 software and senior software engineers from eight Indian software firms. The team leaders assessed the performance of software and senior software engineers on 16 items.

The exploratory and confirmatory factor analyses of scores on 16 items of the instrument suggest six dimensions of performance. They are work-efficiency, personal resourcefulness, inter- and intra-personal sensitivity, productivity orientation, timeliness, and business intelligence. The dimensions have reliability and high convergent validity.

SPs having more years of experience, higher need for achievement, and higher need for social power are high performers. Human resource managers can evaluate the performance of SPs holistically on six dimensions for training, reward administration, job rotation, and promotion decision. Interviewed who involved performance appraisal process in order to determine the factors that influence to discredit performance appraisal systems.

The most managers felt that one of the reasons why the objectives weren't achieved was corporate targets weren't realistic, unattainable and generated disrespect for the objective standard. Managers stated that one of the most important features of effective evaluation is to have SMART goals to measure against. As a result, the situation, managers dealt with the issue different ways, 28 of them either explicitly or implicitly modified the corporate standards themselves to make them more realistic and meaningful for their subordinates and others just ignored the stated objectives. Meanwhile, most managers understood the importance of objectives; felt that assigning objectives from top of the

organization is not preferable and they strongly recommended a system of upwardly created objectives.

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Project is important for the organization because it reflects the picture of customer satisfaction and concentrates on the satisfaction of Distribution intermediaries and the strengths and weaknesses of the customer, customer satisfaction plays a very vital role in the racks industry. To provide good quality racks up to the last customer in required quantity within in required time challenging task for the organization, Project work and findings are important for the organization because of following:

- It reflects the picture of customer satisfaction of the products
- It emphasizes on the cost of customer distribution from point of manufacturing up to the point of real consumption.

3.2 SCOPE AND SIGNIFICANCE OF STUDY

Human resource is a process designed to plan, price, promote and distribute want satisfying products and service. It covers three main activities—concentration, dispersion and equalization. Marketing confines itself to customer distribution, marketing functions, flow of goods and management. Starting with research to know customer demand through market analysis and investigation, the scope of HR extends itself to the employment of resources of men, money, materials and management with a view to satisfying customer demand.

3.3 OBJECTIVES OF THE STUDY

3.3.1 Primary objective:

To analysis the actual performance of the employees and performance standards used in performance appraisal program opinion, satisfaction, benefit, outcome, etc.

3.3.2 Secondary objective:

- To impact the strength and weakness of employee to place right men on right job.
- To maintain and assess the potential present in a person for further growth and development.
- To provide feedback to employees regarding their performance and related status.
- To review and retain the promotional and other training programmers.
- Create and maintain a satisfactory level of performance.

3.4 RESEARCH DESIGN

The study is to measure the effectiveness of the training program through throthe ugh performance appraisal system provided by the employees. Descriptive research is also called statistical research. the main goal of this type of research is to describe the data and characteristofbout what is being studied. The idea behind this type of research is to study frequencies, averages and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind situation. Descriptive research is mainly done when research is mainly done when research wants to gain a better understanding of a topic Descriptive research answer the questions who, what, where, when and how.

3.5 SOURCES OF DATA:

3.5.1 Primary Data

Data which is collected for the first time is called **Primary Data**. Well Structured Questionnaires has been prepared for collection of primary data. Most of the questions are consist of multiple choices. The structured Questionnaire method was undertaken. Proper care was taken to frame the Questionnaire in such a manner it should be easily understood in view of educational level of the employees. Generally, 15 questions are prepared and asked to the employees of the A –BONDS STRANDS LTD

3.5.2 Secondary Data

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

Statistical Tools to be used:

ANOVA Analysis:Analysis of variance is a collection of statistical models and their associated estimation procedures such as "variation" among and between groups used to analyze the differences among groups means in sample.

Chi-square analysis: A chi-square test also a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis. The term is often used to refer specifically to Pearson's chi-square test and variants.

3.6 POPULATION

Population included new and existing customers and distributors in A- BONDS STRANDS LDT

3.7 SAMPLE SIZE

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 120.

3.8 SAMPLING TECHNIQUE

Sampling is the process of selecting the sufficient number of elements from the population (the items selected technically are called as Sampling) Here this study adopted the technique of Non probability Sampling of Convenience sampling method.

Convenience sampling: The researcher selects the easiest population members from whom the information is going to be obtained.

3.9 PERIOD OF STUDY

The period of the study is 3 months.

3.10 TRUCTURE OF QUESTIONNAIRE

Open-ended

Close-ended

3.11 ANALYTICAL TOOLS

- a nova method
- Chi-square method
- Correlation method

3.12 LIMITATION OF THE STUDY:

The time frame was a constraint Unavailability of information Due to the constrain the study is restricted only to the customer of Ambattur to the surrounding cities the coverage of the objectives of the study is limited to extend of the information given company in spite of above-mentioned limitation every effort has been made and the report is prepared to the best of my knowledge.

CHAPTER -4

DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1.1

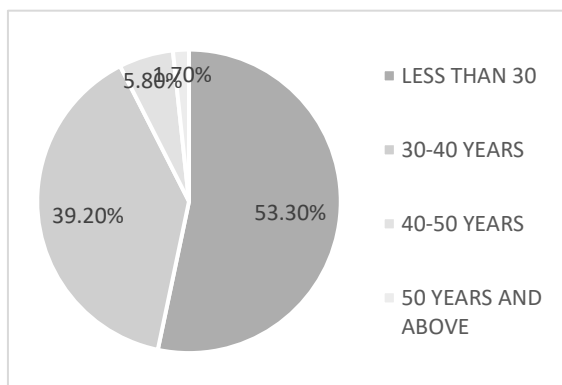
TABLE SHOWING AGE-WISE CALCULATION

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
Less than 30	64	53.3
30-40 years	47	39.2
40-50 years	7	5.8
50 years and above	2	1.7
Total	120	100

Source: primary data

CHART NO 4.1.1

CHART SHOWING RESPONDENTS



INTERPRETATION 53.3% of the respondents are less than the age of 30, 39.2% of respondents is between 30-40, 5.8% of respondents belong to the 40-50 and 1.7% of respondents belongs the category of 50 and above.

TABLE NO 4.1.2

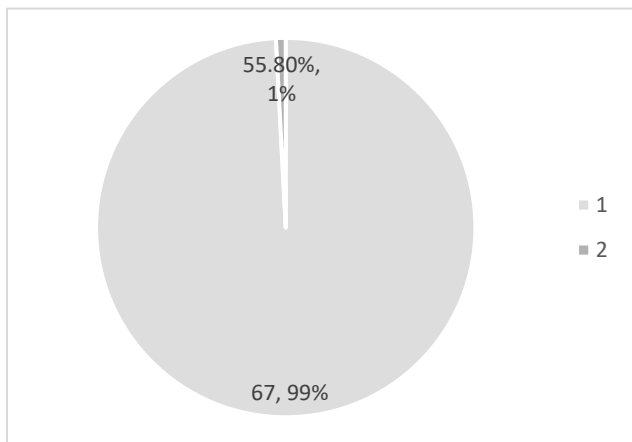
TABLE SHOWING MARITAL WISE CALCULATION

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
MARRIED	67	55.8
UNMARRIED	53	44
TOTAL	120	100

Sources:(primary data)

CHART NO 4.1.2

TABLE SHOWING MARITAL



INTERPRETATION

55.8% are respondent is married

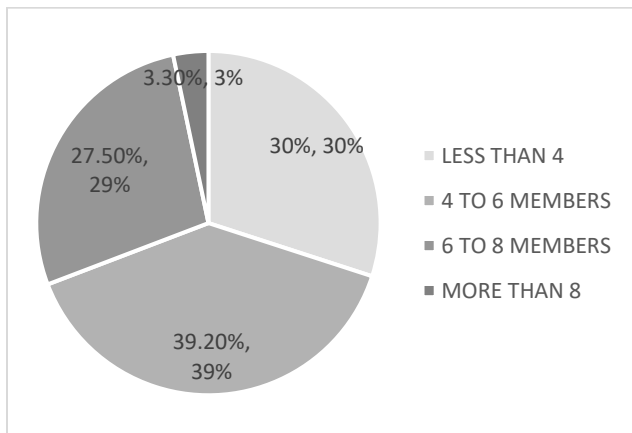
TABLE NO 4.1.3

TABLE SHOWING THE FAMILY SIZE

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
Less than 4	36	30
4to 6 members	47	39.2
6 to 8 members	33	27.5
More than 8	4	3.3
Total	120	100

Sources: primary data

CHART NO 4.1.3



INTERPRETATION

30% of respondent's family size is less than 4, 39.2% of respondents' family size is 4-6 members, 27.5% of respondent's family size is 6-8 members and 3.3% of respondents' family size is more than 8 members.

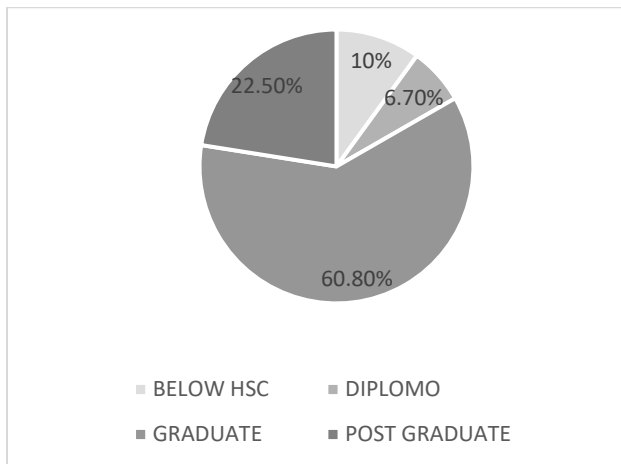
TABLE NO 4.1.4

TABLE SHOWING EDUCATION QUALIFICATION WISE CALCULATION

Source: (primary data)

PARTICULAR	NO.OF. RESPONDENTS	PERCENTAGE
Below HSC	12	10%
Diploma	8	6.7%
Graduate	73	60.8%
Post graduate	27	22.5%
Total	120	100

CHART NO 4.1.4



INTERPRETATION

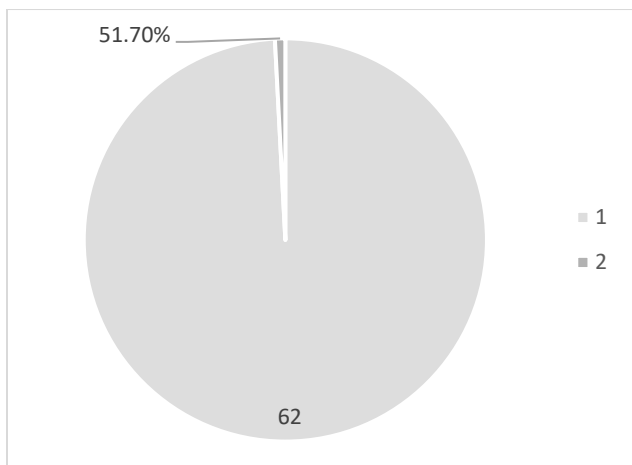
10% respondent of education qualification is below HSC, 6.7% respondent of education qualification is Diploma, 60.8% respondent of education qualification is Graduate, 22.5% respondent of education qualification is Post graduate.

TABLE NO 4.1.5
TABLE SHOWING GENDER WISE CALCULATION

PARTICULAR	NO.OF. RESPONDENT	PERCENTAGE
Male	58	48.3%
Female	62	51.7%
Total	120	100

Source: (primary data)

CHART NO 4.1.5



INTERPRETATION

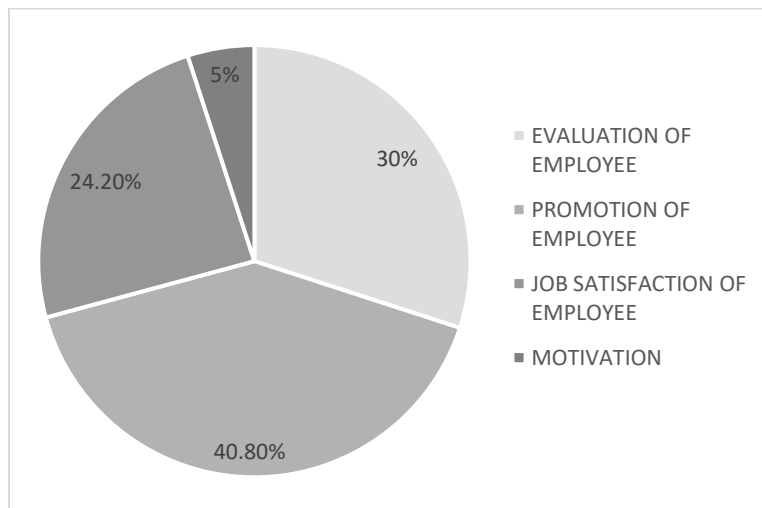
48.3% respondents are male candidates and 51.7% are female candidates.

TABLE NO 4.1.6
TABLE SHOWING EMPLOYEE WISE CALCULATION

PARTICULAR	NO.OF. RESPONDENT	PERCENTAGE
Evaluation of employee	36	30%
Promotion of employee	49	40.8%
Job satisfaction of employee	29	24.2%
Motivation	6	5%
Total	120	100

Source: (primary data)

CHART NO 4.1.6



INTERPERTATION3

0% respondent are on evaluation of employee,40.8% respondent is on promotion of employee,24.2% respondent is on job satisfaction of employee,5% respondent is on motivation

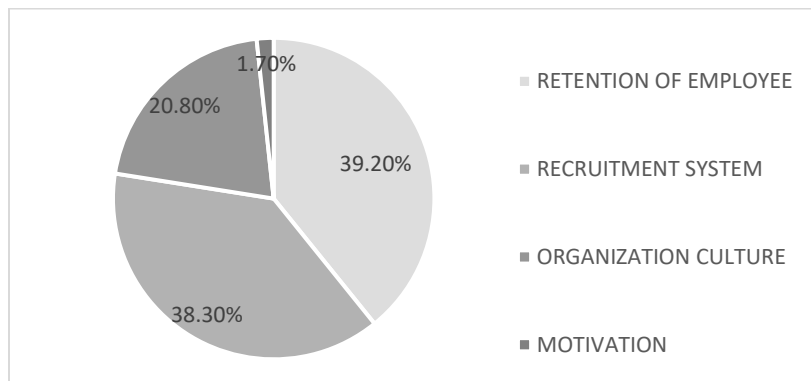
TABLE NO 4.1.7

TABLE SHOWING ORGANIZATION IS RELATED WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Retention of employee	47	39.2%
Recruitment system	46	38.3%
Organization culture	25	20.8%
Motivation	2	1.7%
Total	120	100

Sources: primary data

CHART NO 4.1.8



INTERPRETATION

39.2% are respondent organization is related is retention of employee, 38.3% are respondent organization is related is recruitment system, 20.8% are respondent organization is related is organization culture, 1.7% are respondent organization is related is motivation.

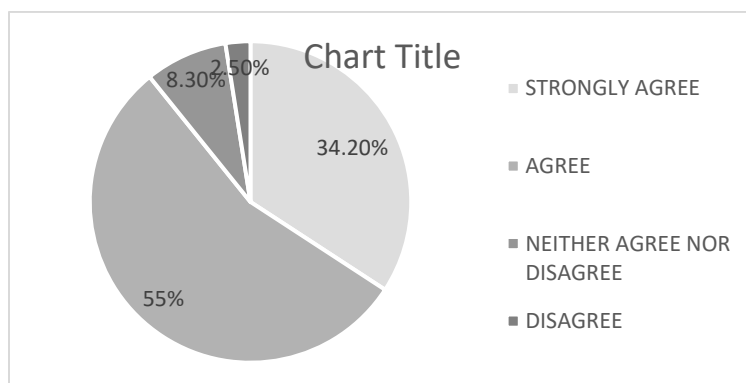
TABLE NO 4.1.9

**TABLE SHOWING SUCCESS OF THE COMPANY WISE
CALCULATION**

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Strongly agree	41	34.2%
Agree	66	55%
Neither agree nor disagree	10	8.30%
Disagree	3	2.5%
Total	120	100

Sources: primary data

CHART NO 4.1.9



INTERPRETATION

34.2% are respondent success of company is strongly agreed, 55% are respondent success of company is agreed, 8.3% are respondent success of company is neither agree nor disagree, 2.5% are respondent success of company is disagreed

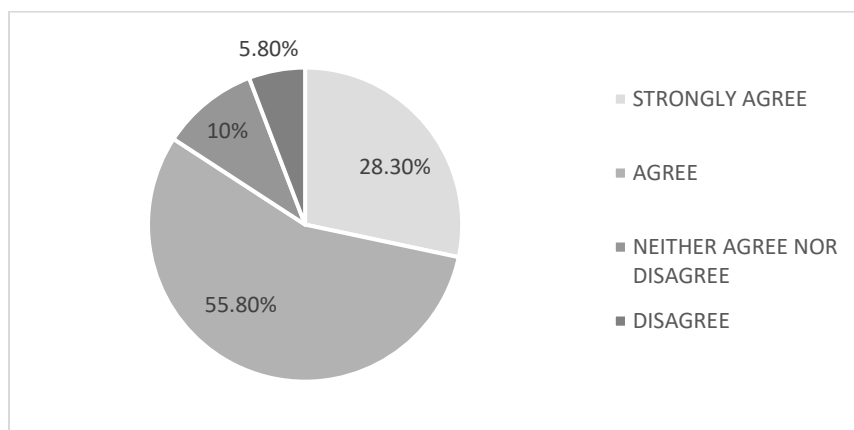
TABLE NO 4.1.10

TABLE SHOWING GOOD PLACE TO WORK WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Strongly agree	34	28.3%
Agree	67	55.8%
Neither agree nor disagree	12	10%
Disagree	7	5.8%
Total	120	100

Source: primary data

CHART NO 4.1.10



INTERPRETATION

28.3% are respondent good place to work is strongly agree, 55.8% are respondent good place to work is agree, 10% are respondent good place to work is neither agree nor disagree, 5.8% are respondent good place to work is disagree

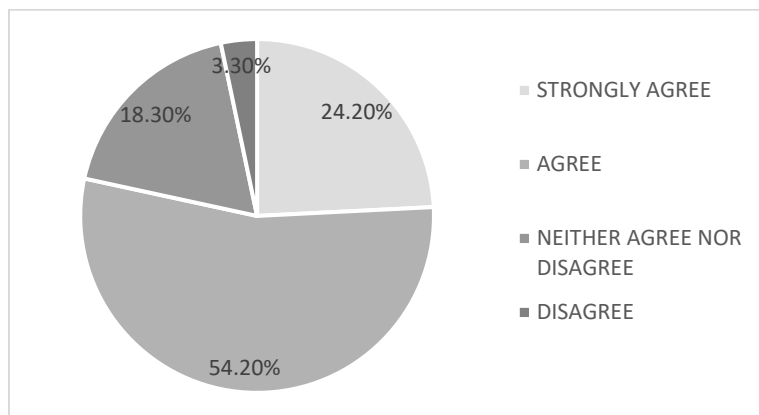
TABLE NO 4.1.11

TABLE SHOWING OBJECTIVE WORK WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Strongly agree	29	24.2%
Agree	65	54.2%
Neither agree nor disagree	22	18.3%
Disagree	4	3.3%
Total	120	100

Sources: primary data

CHART NO 4.1.11



INTERPRETATION

24.2 % are respondent work objective is strongly agreed, 54.2 % are respondent work objective is agreed, 18.3 % are respondent work objective is neither agree nor disagree, 3.3 % are respondent work objective is disagreed

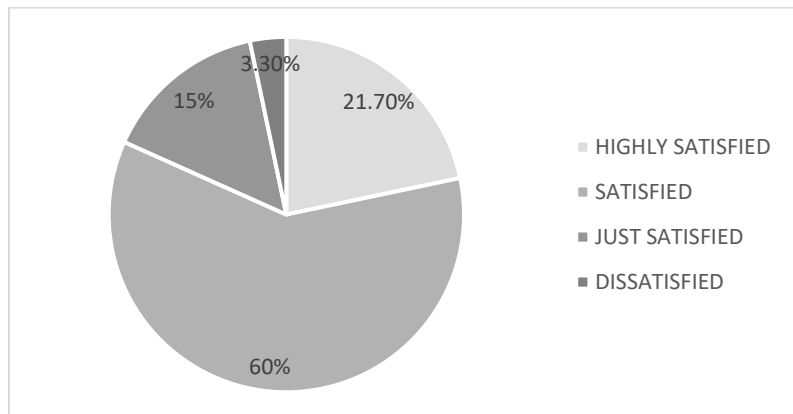
TABLE NO 4.1.12

TABLE SHOWING CURRENT PERFORMANCE WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Highly satisfied	26	21.7%
Satisfied	72	60%
Just satisfied	18	15%
Dissatisfied	4	3.3%
Total	120	100

Source: primary data

CHART NO 4.1.12



INTERPRETATION

21.7% are respondent current performance is highly satisfied, 60% are respondent current performance is satisfied, 15% are respondent current performance is just satisfied, 3.3% are respondent current performance is dissatisfied.

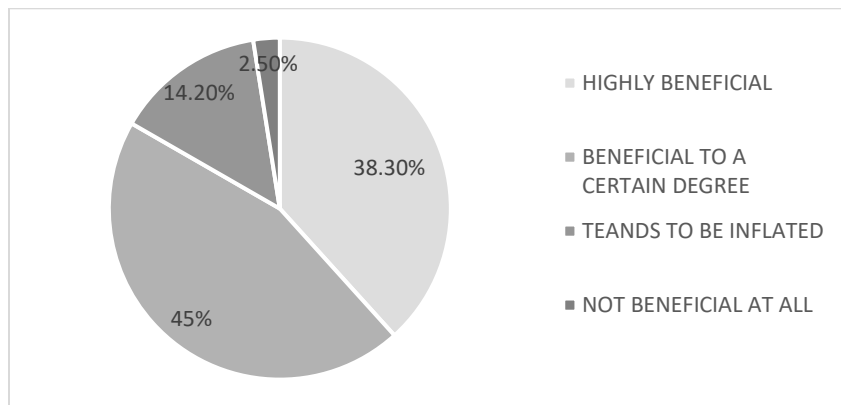
TABLE NO 4.1.13

TABLE SHOWING OPINION ON EMPLOYEE WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Highly beneficial	46	38.3%
Beneficial to a certain degree	54	45%
Tends to be inflated	17	14.2%
Not beneficial at all	3	2.5%
Total	120	100

Source: primary data

CHART NO 4.1.13



INTERPRETATION

38.3% are respondent opinion employee is highly beneficial, 45% are respondent opinion employee is beneficial to a certain degree, 14.2% are respondent opinion employee is tending to be inflated, 2.5% are respondent opinion employee is not beneficial at all.

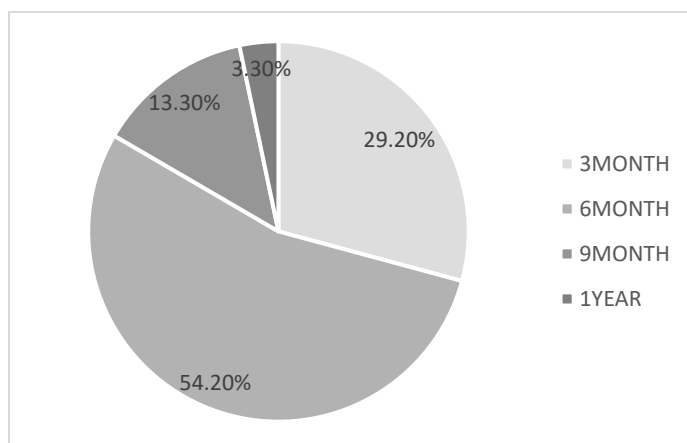
TABLE NO 4.1.14

TABLE SHOWING PERFORMANCE CONDUCTED EVERY WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
3month	35	29.2%
6month	65	54.2%
9month	16	13.3%
1year	4	3.3%
Total	120	100

Source: primary data

CHART NO 4.1.14



INTERPRETATION

29.2% are respondent performance conducted every is 3month, 54.2% are respondent performance conducted every is 6month, 13.3% are respondent performance conducted every is 9month, 3.3% are respondent performance conducted every is 1 year

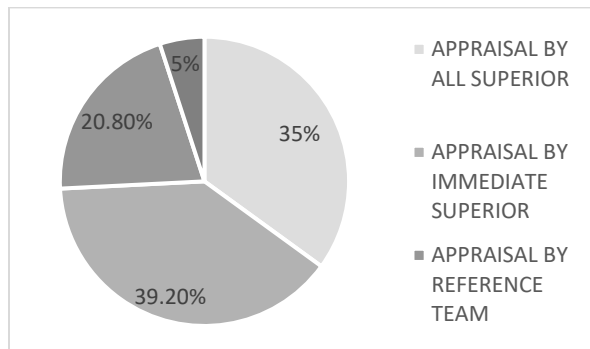
TABLE NO 4.1.15

TABLE SHOWING BEST OF AN EMPLOYEE WISE CALCULATION

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
Appraisal by all superior	42	35%
Appraisal by immediate superior	47	39.2%
Appraisal by reference team	25	20.8%
Appraisal by reference team and self	6	5%
Total	120	100

Source: primary data

CHART NO 4.1.15



INTERPRETATION

35% are respondent best of employee is appraisal by all superior, 39% are respondent best of employee is appraisal by immediate superior, 20.8% are respondent best of employee is appraisal by reference team, 5% are respondent best of employee is appraisal by reference team and self.

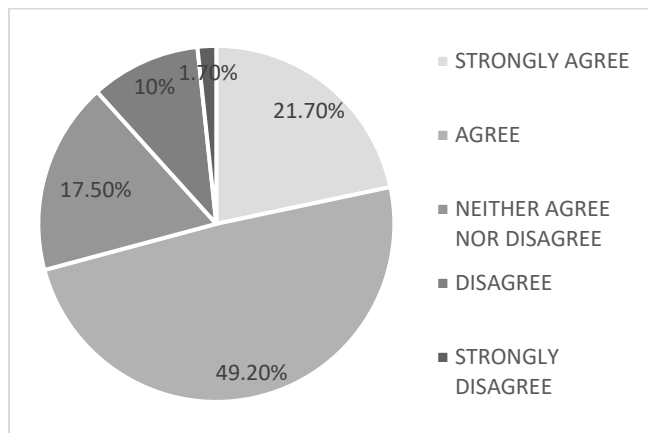
TABLE NO 4.1.16

TABLE SHOWING PERFORMANCE IS MADE WISE CALCULATION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Strongly agree	26	21.7%
Agree	59	49.2%
Neither agree nor disagree	21	17.5%
Disagree	12	10%
Total	120	100

Source: primary data

CHART NO 4.1.16

**INTERPRETATION**

21.7% are respondent performance is made is strongly agree, 49.2% are respondent performance is made is agree, 17.5% are respondent performance is made is neither agree nor disagree, 10% are respondent performance is made is disagree.

4.2 CHI-SQUARE:

HYPOTHESIS:

H0: There is no significant difference between the perception of overall satisfaction across the product.

H1: There is a significantly different in the perception of overall satisfaction across the products

TABLE NO 4.2.1

TABLE SHOWING RESPONDENTS FOR OVERALL SATISFIED

Are you satisfied with the current performance appraisal system?

			Are you satisfied with the current performance appraisal system					Total
			Highly satisfied	satisfied	Just satisfied	dissatisfied	Strongly dissatisfied	
Where the performance is made?	Strongly agree	Count	1	10	11	7	28	57
		Expected Count	2.7	9.6	10.1	4.3	30.4	57.0
	Agree	Count	1	2	0	0	5	8
		Expected Count	.4	1.3	1.4	.6	4.3	8.0
	Neither agree nor disagree	Count	1	1	3	0	5	10
		Expected Count	.5	1.7	1.8	.7	5.3	10.0
	Disagree	Count	1	4	5	1	15	26
		Expected Count	1.2	4.4	4.6	1.9	13.9	26.0
	Count		1	1	0	0	4	6

	Expected Strongly disagree Count	3	1.0	1.1	.4	3.2	6.0
Total	Count	5	18	19	8	57	120
	Expected Count	5.0	18.0	19.0	8.0	57.0	120

Chi-square test

	Value	def.	Asymptotic Significance (2- sided)
Pearson Chi-Square	20.305 ^a	16	.650
Likelihood Ratio	16.338	16	.430
Linear-by-Linear Association	.002	1	.968
N of Valid Cases	120		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .28.

INTERPRETATION:

From the above chart it is observe that the significant level is 0.650, which is greater than 0.05 and hence H0 is accepted. So, there is no significant different between perception of across overall satisfaction.

4.3 CORRELATIONS:

TABLE NO 4.3.1

TABLE SHOWING RESPONDENTS FOR LIKELY RECOMMEND VS
OVERALL SATISFIED

		Performance appraisal are usually conducted every?	Where the performance is made?
Performance appraisal are usually conducted every?	Pearson Correlation	1	.096
	Sig. (2-tailed)		.324
	N	120	120
Where the performance is made?	Pearson Correlation	.096	1
	Sig. (2-tailed)	.324	
	N	120	120

correlations

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

From the result is interpreted that the sig (2-Tailed) value is 0.324 which is greater than 0.05. So H0 is accepted and H1 is rejected. There is no positive correlation between recommendations to others and overall satisfaction.

CHAPTER – 5

FINDINGS, SUGGESTIONS, CONCLUSION

5.1 FINDINGS

- The majority of 2-5 years, 27% of respondents of the customers of our company and there are fewer customers only more than 20 years
- The majority 24% of respondents mostly do nature of business Distributors
- Normally distributors see it's mainly the Brand name of the product and has he to distribute.
- Majority of 24.3% of respondents they have brought every 2-3 months
- The majority of 33.7% of respondents like the high quality of the faith of our product and look reliable
- Our products need to meet agreed it's covered to respondents 30% and some affordable to the quality of product.

- Majority of respondents, 32.1% response is strongly agreed & agree to the questions or concerns about our products.
- The respondents are more likely to buy our products and strongly agree to 28.8% support to buy again.
- Majority of 59.5% of respondents always facing the transportation problem.
- Rate the brand of numeric UPS 58 of respondents always choose the marginal cost of the product and 54 of respondents suggest to the value of money category.
- Majority of 47.2% respondents strongly agreed to buy our product and it's believed to future services of the product.
- Majority of 45. % Of respondents satisfied with strongly agree the quality of the products.
- The majority 22% of respondents expect from highly to credit facility.

- Majority of 53.3% of respondents overall were satisfied with our distribution support.
- Majority of 42% of opinion about the price
- Majority of 33% of goods as an image of downranks time.
- Majority of 28% of respondents for a crack for defects of the products
- Majority of 32% of often respondents for reject at first inspection

5.2 SUGGESTIONS:

- As a result of this research certain suggestion are put forward in order to increase the customer satisfaction and make the existing customers loyal.
- The company has put more effort towards to after sales service to increase brand value
- It indicates that the company has to put more effect towards transportation problem so the percentage of regular customers would eventually be increasing the customer retention
- Company can implement competitive price policy to increase overall brand reputation and to attract new customer as well as retain existing customer

5.3 CONCLUSION:

This study was undertaken to understand the satisfaction of A-BONDS STRANDS. The Survey has been conducted and the analysis was conducted by the respondent inputs. It is concluded almost all customers prefer don racks brand. The customers are more concerned with transportation problem, credit policy, return policy and responsiveness of concern. The A-BONDS STRANTS brand can expand its distribution by the same distribution channel pattern by eliminating the concerned problems faced by the customer to retain its existing customer and attract new customers.

APPENDIX – I

QUESTIONNAIRE

1.Name of the distributors *

2.Age *

- ☐ Less than 30
- ☐ 30-40 years
- ☐ 40-50 years
- ☐ 50 years and above

3. Marital status *

- ☐ Married
- ☐ Unmarried

4. Family size *

- ☐ Less than 4
- ☐ 4 to 6 members
- ☐ 6 to 8 members
- ☐ More than 8

5. Education qualification

- ☐ Below HSC
- ☐ Diploma
- ☐ Graduate
- ☐ Post graduate

6. Gender details

- ☐ male
- ☐ female

7. In your opinion performance appraisal is?

- ☐ Evaluation of employees
- ☐ Promotion of employee's
- ☐ Job satisfaction of employees
- ☐ Motivation

8. Your work is satisfying and worthwhile and help contribute to the success of the company?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree

9. In your opinion performance appraisal system of your organization is related to which of the following?

- ☐ Retention of employees
- ☐ Recruitment system
- ☐ Organization culture
- ☐ Motivation

10. Would unrecommend this company to a friend or relative as a good place to work?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree

11. Does the manager establishes plans and work objectives with you?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree

12. Are you satisfied with the current performance appraisal system?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Just satisfied
- ☐ Dissatisfied

13. Your opinion on employee self-appraisal?

- ☐ Highly beneficial
- ☐ Beneficial to a certain degree
- ☐ Tends to be inflated
- ☐ Not beneficial at all

14. Performance appraisal are usually conducted every?

- ☐ 3month
- ☐ 6month
- ☐ 9month
- ☐ 1year

15. What kind of an appraisal system will bring out the best of an employee?

- ☐ Appraisal by superiors
- ☐ Appraisal by immediate superior
- ☐ Appraisal by reference team
- ☐ Appraisal by reference team and self

16. Where the performance is made?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree

REFERENCES

- Aaker, D. A., (2001) Strategic Market Management, Wiley, New York.
- Anderson N and John, P (1997) Designing Interactive Strategy”, Harvard Business Review, 71(Jul/Aug), 65-77.
- Farrar, A; Gandhari, M; Mohammadi, A (2011) Assessing the Effectiveness of Distribution
- Bekasi, J. Y. and M. E. Tracy, (2006) “Information Technology and Corporate Strategy: A Research Perspective,” MIS Quarterly, 10(June),
- Berman, L (1996) Building Competencies for New Customer Value Creation: An Exploratory Study. Industrial Marketing Management, 35(8),
- Berry, L (2010). Relationship Marketing of Services, Growing Interest, Emerging Perspectives. Journal of the Academy of Marketing Science (online) 23(4) (1995):
- Brent, M. (2007). Channel Structure and Strategic Choice in customer satisfaction. Journal of Management Research, Volume 7, Number 2.
- Borden, T (2004). “Assessing Advantage: A Framework for Diagnosing Competitive Superiority,” Journal of Marketing, 52 pp.1-19.
- Channel in Isfahan Zamzam Co Interdisciplinary Journal of Contemporary Research in Business; Nov2011, Vol. 3 Issue 7, p. 409□