

IMPACT OF DECEPTIVE ADVERTISING ON CONSUMER BEHAVIOUR

Project Report Submitted

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A STUDY ON PERFORMANCE APPRAISAL SYSTEM FOLLOWED IN VISTONSOFT TECHNOLOGIES

ABSTRACT

Performance appraisal is a systematic evaluation of the performance of employees to understand their abilities for further growth and development. This study aims to help the organization in terms of betterment of their already high standards and quality. The primary objective of the study is to study the effectiveness of Performance Appraisal system followed in Vistonsoft Technologies. The secondary objectives are to reduce grievances of the employees, identify employee attitude towards the appraisal system, observe the work environment in the organization and provide information to assist in the other personal decisions in the organization. Multiple choice questions have been chosen to collect the responses from 120 employees.

Convenience sampling method has been used in the research work. Percentage analysis has been used to interpret the collected data. The data collected has been analyzed through various statistical tools like Rank Correlation, Chi-square test and Confidential interval. Numerous new findings have been derived from this research, which have helped to provide suggestions and recommendations in improving the appraisal system.

INTRODUCTION

Performance appraisals are used to evaluate workers' work performance systematically and to determine a person's potential for future growth and development. The following methodical steps are often used when evaluating an employee's performance:

- The supervisor evaluates the elements influencing an employee's job performance.
- The supervisor compares the employee's compensation to goals and targets.
- Employers have the authority to direct workers toward improved performance.

The process of directing and managing career development includes performance review. With "get paid according to what you contribute" as their newest catchphrase, organizations all around the world are

refocusing their attention on performance management, particularly individual performance. A road map for the upcoming months is created during the assessment process, which also evaluates previous performance. Determine one's road plan for the upcoming months since this may very well define the future and all the advancements one may experience in their career! There are many appraisal cycles used by different organizations. The majority have yearly or six-monthly evaluations. Along with the typical organizational review cycle of six months to a year, some organizations additionally follow the practice of a project-end review. Nonetheless, it's crucial to remember that evaluations take both past and future performance into account.

OBJECTIVES OF THE STUDY

Primary objectives

- To study the effectiveness of Performance Appraisal system followed in Vistonsoft Technologies.

Secondary objectives

- To observe the work environment in organization.
- To identify employee attitude towards appraisal system.
- To reduce the grievances of the employees.
- Provide information to assist in the other personal decisions in the organization.
- To provide suggestions and recommendations in improving the appraisal system.

SCOPE OF THE STUDY

The scope of the study is vital, and not only the Human Resource Department can reap the benefits but also the Marketing and Sales Departments can make use of the findings from this study.

Even though the time period was short, respondents were covered to acquire greater information.

The aim of choosing this topic is to help the organization improve its already high standards and quality. The scope of study under the mentioned points depicts the same.

- The program will help the organization meet its future needs.
- This program will help the employees of the organization improve their personal skills and knowledge.
- Employees will be motivated and will work with friendly competition, which will make the organization taste success at the earliest possible time.
- The appraiser gets an opportunity to identify the strengths and weaknesses of the appraisee.

LIMITATIONS

However, although I tried my level best to collect the data relevant for this report, I faced few difficulties in obtaining it. The prime difficulties I faced are:

- The duration of carrying out this project was short, leaving many doors unopened.
- The survey could not be carried out at a large scale due to time constraints.
- Even though the organization is densely populated, I was able to cover only a handful of employees to represent the whole.
- At the time of data collection, the respondents were reluctant to fill out the questionnaires, feeling it was a waste of time and disclosing their opinions.

RESEARCH METHODOLOGY

Research is the pursuit of knowledge. Scientific analysis is used to carry it out methodically. A scientific investigation is always unbiased. Research is a methodical, planned attempt to look into a certain issue that has arisen in the workplace and has to be solved. It consists of a set of actions that are planned and carried out with the intention of addressing the problems that are of concern in the workplace.

The questionnaire created for this study included open-ended, multiple-choice questions, dichotomous questions, checklists, and was primarily intended for personal interviews.

POPULATION

The members working in Vistonsoft Technologies. comprise the population for this study.

SAMPLE PROCEDURE

The sampling process comprises several stages:

- Defining the population of concern
- Specifying a sampling frame, a set of items or events possible to measure
- Specifying a sampling method for selecting items or events from the frame
- Determining the sample size
- Implementing the sampling plan
- Sampling and data collecting
- Reviewing the sampling process

SAMPLE SIZE

For this study 120 members are taken into account. Separate questionnaire was given to each of them. Hence it will be easy for assessing the feedback from them.

STATISTICAL TOOLS AND METHODS USED FOR DATA ANALYSIS**Statistical Methods Used:**

- Pie chart

Statistical Tools Used:

- One-way ANOVA classification
- Analysis using Karl Pearson's correlation.

DATA ANALYSIS**TABLE 1****RESPONDENTS ACCORDING TO THEIR EXPERIENCE**

S.NO	Experience	No. of Respondents	% of Respondents
1	1 - 5 years	78	65
2	5 - 10 years	33	28
3	10 -15 years	9	7
5	Above 15 years	0	0
6	Total	120	100

INFERENCE

From the above table it is observed 65% of the respondents are experienced about 1 – 5 years, 28% of them are experienced about 5 – 10 years and the balance 7% about 10 – 15 years. No experienced people above 15 years.

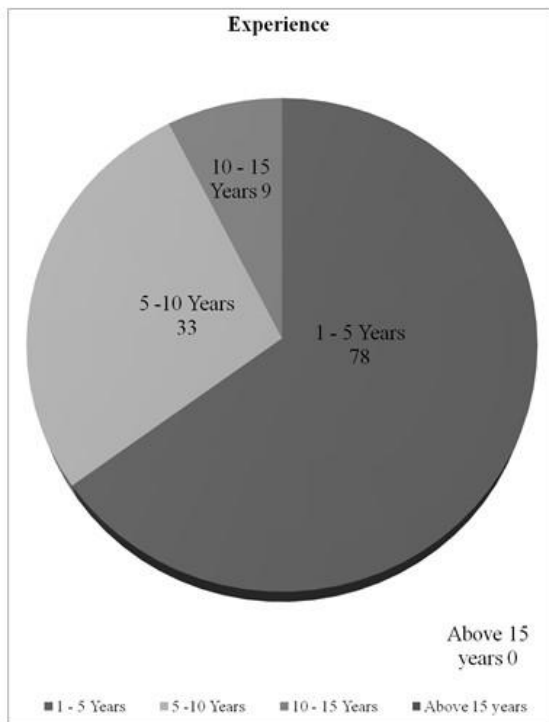


CHART 1

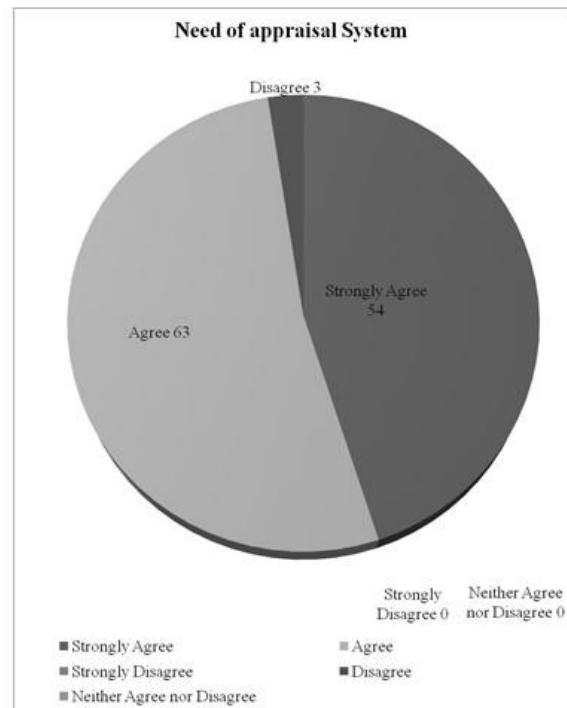


CHART 2

TABLE 2

PERFORMANCE APPRAISAL NECESSARY

S.#	Age Groups	# of Respondents	% of Respondents
1	Strongly Agree	54	45
2	Agree	63	53
3	Strongly Disagree	0	0
5	Disagree	3	2
6	Neither agree nor disagree	0	0
7	Total	120	100

INFERENCE

From the above table it is observed that 53% feel performance appraisal system is necessary for the organization, 45% feel performance appraisal system is must for the organization, 2% feel performance appraisal system is not important.

TABLE 3

IMPROVES TEAMWORK AND CO-OPERATION IN THE ORGANIZATION

S.#	Options	# of Respondents	% of Respondents
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1	Strongly Agree	27	23
2	Agree	78	65
3	Strongly Disagree	0	0
5	Disagree	6	5
6	Neither agree nor disagree	9	7
7	Total	120	100

INFERENCE

From the above table 65% of them feel that appraisal improves team work and co-operation, 23% strongly feel it does, 5% disagree and 7% neither agree nor disagree.

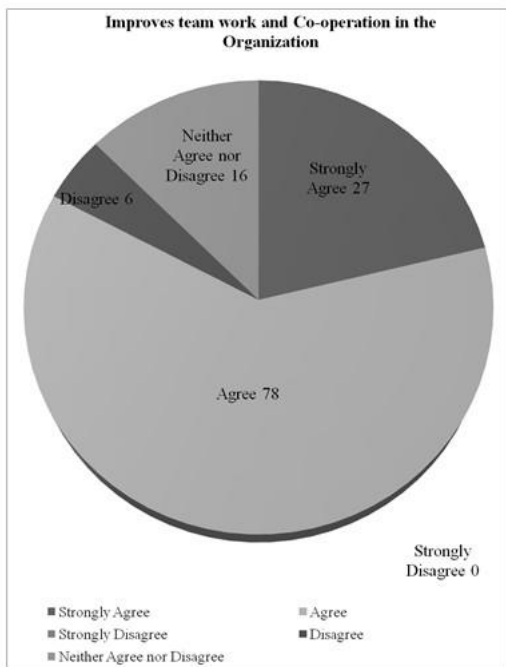


CHART 3

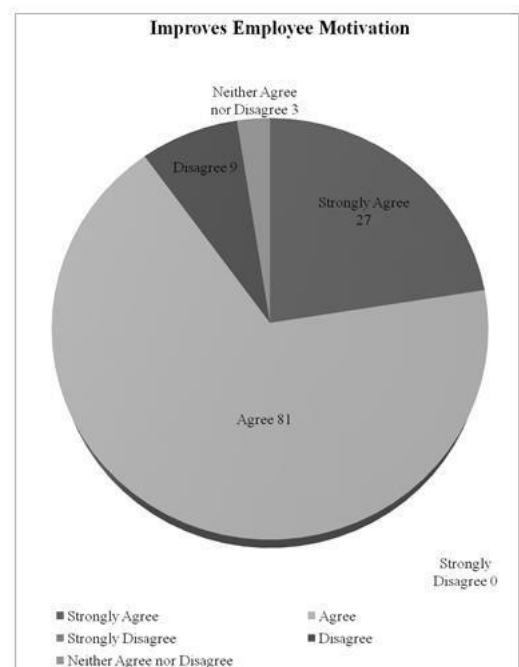


CHART 4

TABLE 4

IMPROVES EMPLOYEE MOTIVATION

S.#	Options	# of Respondents	% of Respondents
1	Strongly Agree	27	23
2	Agree	81	68
3	Strongly Disagree	0	0
5	Disagree	9	7
6	Neither agree nor disagree	3	2
7	Total	120	100

INFERENCE

From the above table it is evident that 68% of them feel performance appraisal improves employee motivation, 23% strongly feel appraisal only motivates employees, 7% feel there is no relation between appraisal and Motivation and 2% neither agree nor disagree.

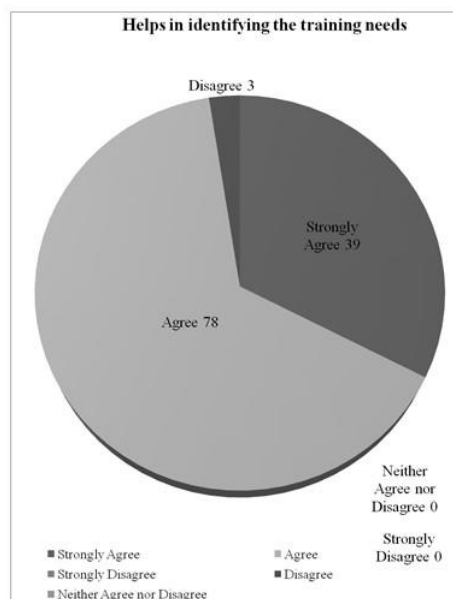
TABLE 12

HELPS IN IDENTIFYING THE TRAINING NEEDS

S.#	Options	# of Respondents	% of Respondents
1	Strongly Agree	39	33
2	Agree	78	65
3	Strongly Disagree	0	0
5	Disagree	3	2
6	Neither agree nor disagree	0	0
7	Total	120	100

INFERENCE

From the above table it is evident that 65% of them feel performance appraisal identifies employee training needs, 33% strongly feel performance appraisal identifies employee training needs, and 2% feel there is no relationship between performance appraisal and training needs.



STATISTICAL ANALYSIS

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between respondents according to their experience and the necessity of performance appraisal.

Alternate hypothesis (H1):

There is no significance difference between respondents according to their experience and the necessity of performance appraisal.

Descriptives

RESPONDENTS ACCORDING TO THEIR EXPERIENCE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly Agree	54	1.00	.000	.000	1.00	1.00	1	1
Agree	63	1.71	.633	.080	1.55	1.87	1	3
Disagree	3	3.00	.000	.000	3.00	3.00	3	3
Total	120	1.43	.631	.058	1.31	1.54	1	3

Test of Homogeneity of Variances

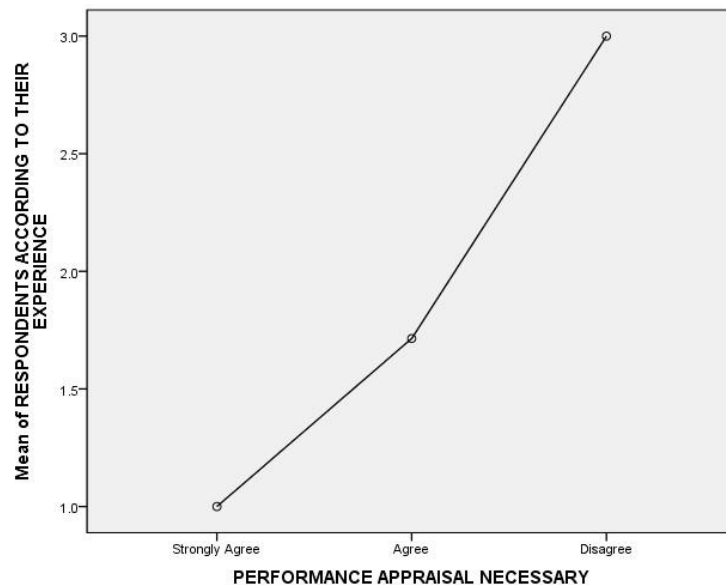
RESPONDENTS ACCORDING TO THEIR EXPERIENCE

Levene Statistic	df1	df2	Sig.
83.650	2	117	.000

ANOVA

RESPONDENTS ACCORDING TO THEIR EXPERIENCE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.468	2	11.234	52.877	.000
Within Groups	24.857	117	.212		
Total	47.325	119			



Calculated value = 52.877

Tabulated value = 3.09

$$F = F_{cal} > F_{tab} \quad F=52.877 > 3.09$$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between respondents according to their experience and performance appraisal necessary.

ANALYSIS USING KARL PEARSON’S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between improves team work and co-operation in the organization and improves employee motivation.

Alternate hypothesis (H1):

There is no relationship between improves team work and co-operation in the organization and improves employee motivation.

Correlations

		IMPROVES TEAM WORK AND CO-OPERATION IN THE ORGANIZATION	IMPROVES EMPLOYEE MOTIVATION
IMPROVES TEAM WORK AND CO-OPERATION IN THE ORGANIZATION	Pearson Correlation	1	.940**
	Sig. (2-tailed)		.000
	N	120	120
IMPROVES EMPLOYEE MOTIVATION	Pearson Correlation	.940**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .940

INFERENCE:

Since r is positive, there is positive relationship between improves team work and co-operation in the organization and improves employee motivation.

QUESTIONNAIRE

1. How long have you been associated with this organization?

1-5 Years 5-10 years 10-15 years Above 15 years

2. Performance appraisal system is needed for an organization

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

3. Performance appraisal helps to win co-operation and team work in the organization?

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

4. Performance appraisal improves employee motivation.

- Strongly agree Agree Disagree
 Strongly Disagree Neither agree nor disagree

5. Performance appraisal report is helpful in identifying the training needs?

- Strongly agree Agree Disagree
 Strongly Disagree Neither agree nor disagree

FINDINGS

- More than half of the sample size is experienced around 1-5 years and 30% of them ranging from 5 – 10 years.
- 98% of employees feel that performance appraisal is necessary for an organization.
- The respondents strongly agree that appraisal improves teamwork and co-operation.
- 90% of the sample size feels that performance appraisal motivates the employees.
- All the respondents feel appraisal helps in identifying the training needs of the employees.

CONCLUSION

Performance Appraisal is a never ending process, it is essential for personal and professional development. This report is compiled in a very precise manner and has all relevant data gathered from the organization, company website and few other supporting site. I would like to state this very strongly in my report that to Vistonsoft Technologies., its employees are the most valuable assets and are solely responsible for its sustained growth and development of the organization. They give their best class in all the fields they have taken up and are delivering the best to their customers. I conclude that performance appraisal is a very important tool that is used to keep the energy levels of the employees charged up. It encourages the employees and makes them to give their best shot and helps in building the future for the organization. Performance reviews not only speak of the past performance, also are the pavement for the future performances.

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