

# **A STUDY ON COMMUNICATION PROCESS IN TASK, MANAGEMENT WITH REFERENCE TO HARSHA TOYOTA**

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## **ABSTRACT**

Management is communication intensive and, therefore, managers may derive benefits from computer-based alternatives to the traditional communication modes of face-to-face (FTF), telephone, and written memo. This research examined the use of electronic messaging (EM) by ongoing management groups performing a cooperative task. Communication is central to the main four management competencies outlined by Warren Bennis: the management of attention, meaning, trust and self. To be truly effective, both leaders and managers must develop their self-awareness, become role models for communication in the organization, and learn to encourage and manage constructive dissent. An important part of the communication professional's role is to support the organization's leaders and managers in developing their communication competence.

*Keywords: FTF, EM, Communication, Cooperative Task, Management.*

## **Introduction**

- To study the Communication Process Management practices at Harsha Toyota.
- To study various types of Communication Process Management.
- To study of the influencing factors of Communication Process Management.

The objective is to know how effective is the execution of Communication Process as management in TOYOTA, Hyderabad.

## **Scope of the Study**

The present study operations are limited to Harsha Toyota Ltd, Hyderabad.

## **Research Methodology**

### **Sampling**

### **Process**

- **Sample Unit**

The executives and employed at TOYOTA. Hyderabad constitute 'universe' of the present study. A part of it is taken as sample unit for the resent study. It includes JGMS, AGMS, manager and other employees of TOYOTA Hyderabad.

- **Sample Size**

The sample size consists of 100 respondents employed in TOYOTA, Hyderabad. Of these 30 are executives, 20 are senior executives and the remaining 50 are employees

### Source of data Collection

In order to achieve the objectives of the study, the data shall be gathered from both primary and secondary sources.

### Primary Data

Primary data shall be collected by formal and informal interactions with the concerned department officials of HARSHA TOYOTA.

### Secondary Data

Secondary data shall be collected from the text books, magazines, newspapers, annual reportsof HARSHA TOYOTA and its website.

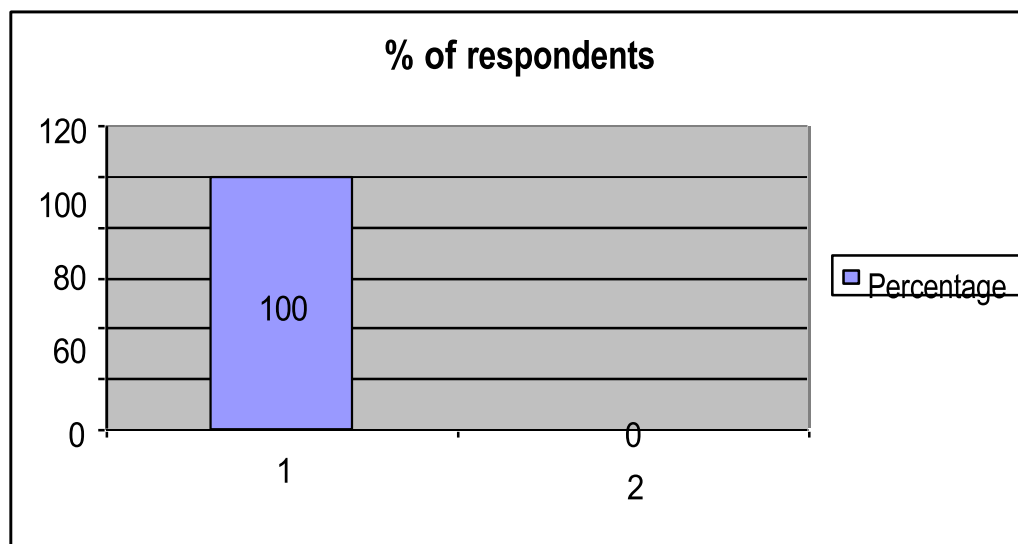
Data analysis has been done by arranging the data in a simple table form and percentages are calculated. The quantitative data has been represented by drawing out the charts where ever necessary.

1. Do you think Communication Process management is needed in a company?(a )

YES

(b) NO

S.No	Options	No. of Responses	Percentage
1	YES	100	100
2	NO	0	0
	TOTAL	100	100



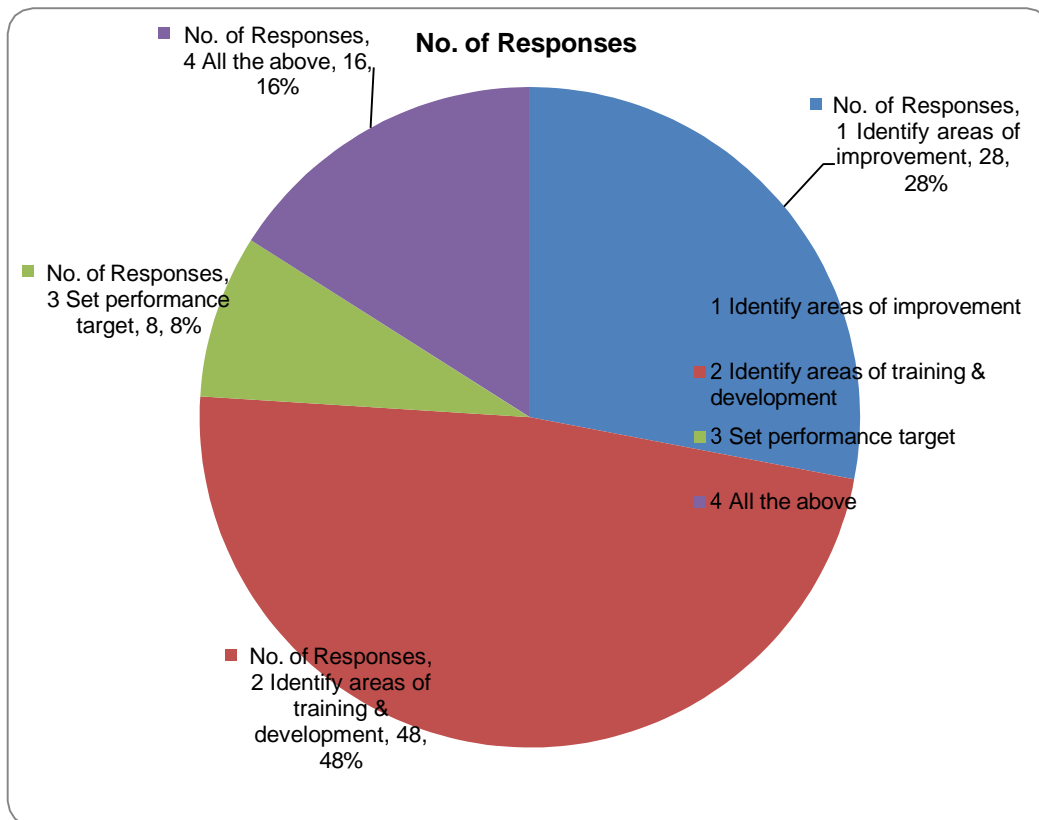
### Interpretation

To above question, almost 100% of the employees thought that the Communication Processmanagement is needed in a company.

2. Communication Process management rating is used to

- (a) Identify areas of improvement  
 (b) Identifying quality for unit of work  
 (c) Set performance target  
 (d) All the above

S.No	Options	No. of Responses	Percentage
1	Identify areas of improvement	28	28
2	Identify areas of training & development	48	48
3	Set performance target	8	8
4	All the above	16	16
	Total	100	100



#### Interpretation

About the useful of Communication Process management, 28% have said that appraisal system helped them to identify areas of improvement, to 48% it helped in identifying training & development needs, to 8% it helped in setting performance targets and to 16% it was helpful in all the above areas. By this we can say that P.A is helpful in one way or the other for the employees.

3. In your experience the outstanding Communication management of an employee is due to:

- (a) Actual Performance (b) Qualification  
 (c) Experience (d) All the above

S.No	Options	No. of Responses	Percentage
1	Actual Performance	28	28
2	Qualification	0	0
3	Experience	52	52
4	All the above	20	20
	Total	100	100

**Interpretation**

Above 28% of the employees responded that the outstanding Performance appraisal is due to Actual Performance, 52% of the employees is due to Experience and 20% of the employees is due to all the above.

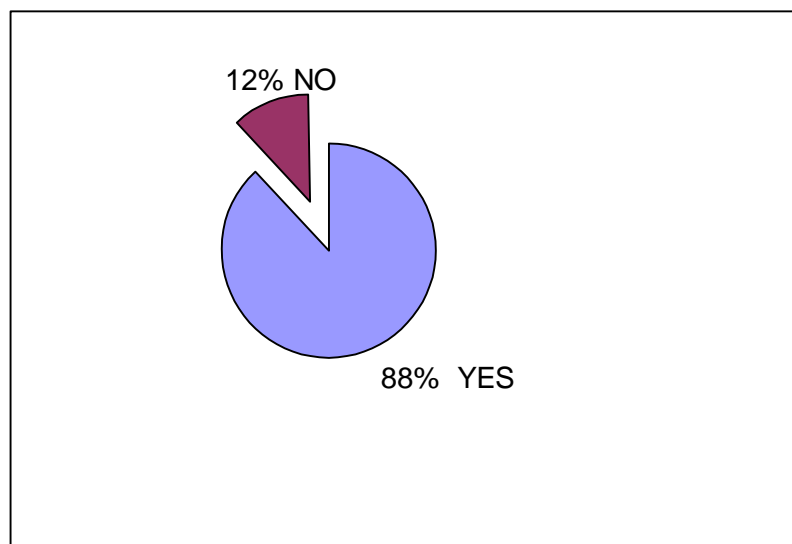
4. Do you think that a good workman gets motivated with frequent Communication management is conducted?

(a) YES

(b) NO

S.No	Options	No. of Responses	Percentage
1	Yes	88	88
2	No	12	12
	Total	100	100

**% of respondents**

**Interpretation**

A majority of 88% of the employees said that a good workman gets motivated with frequent Communication management and 12% of the employees are not satisfied with above.

5. What are the factors taken into consideration while Communication management an individual?

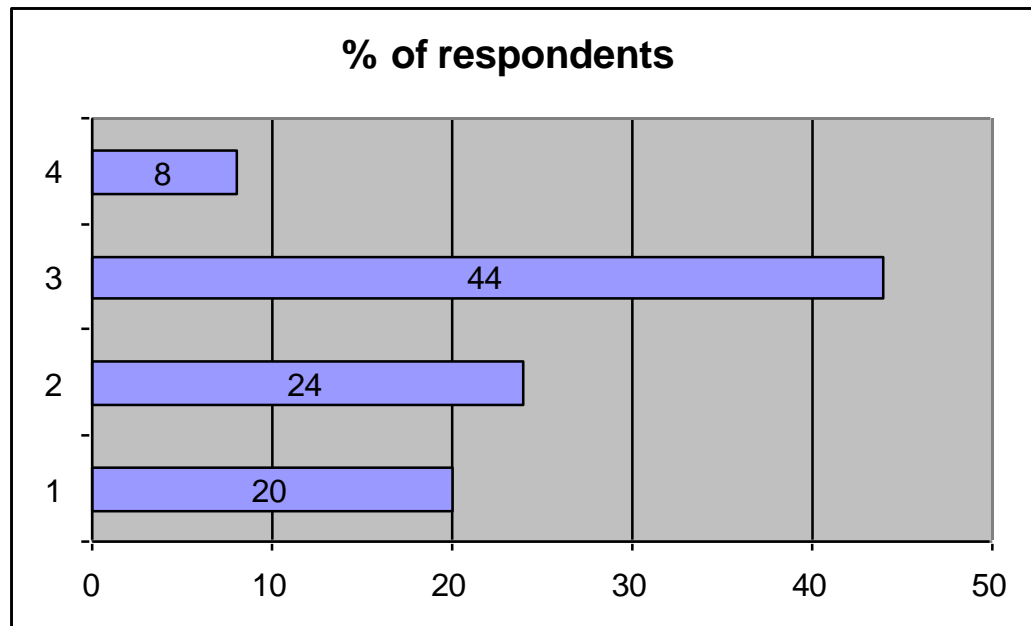
(a) Interpersonal effectiveness

(b) Team building skills

(c) Self motivate skills

(d) leadership

S.No	Options	No. of Responses	Percentage
1	Interpersonal effectiveness	20	20
2	Teambuilding skills	24	24
3	Self motivate skills	44	44
4	Leadership	8	8
	Total	100	100



#### Interpretation

About 20% of employees considered interpersonal effectiveness while appraising an individual, 24% of employees considered Teambuilding skills, 22% of employees considered self motivate skills and 8% of employees considered Leadership. By this we can say that these are the factors taken into consideration while appraising an individual.

6. In your opinion an employee should be:  
 (a) Effective (b) Moderate (c) Both A & B

S.No	Options	No. of Responses	Percentage
1	Effective	80	80
2	Moderate	0	0
3	Both A & B	20	20
	Total	100	100

#### Interpretation

About 80% of the employees opinion is that the employee should be effective and rest 20% of the employees opinion is that the employee should be effective and moderate.

7. Types of Communication in Your  
 Company? (a) horizontal (b)  
 Vertical

S.No	Options	No. of Responses	Percentage
1	horizontal	50	50
2	Vertical	50	50
	TOTAL	100	100

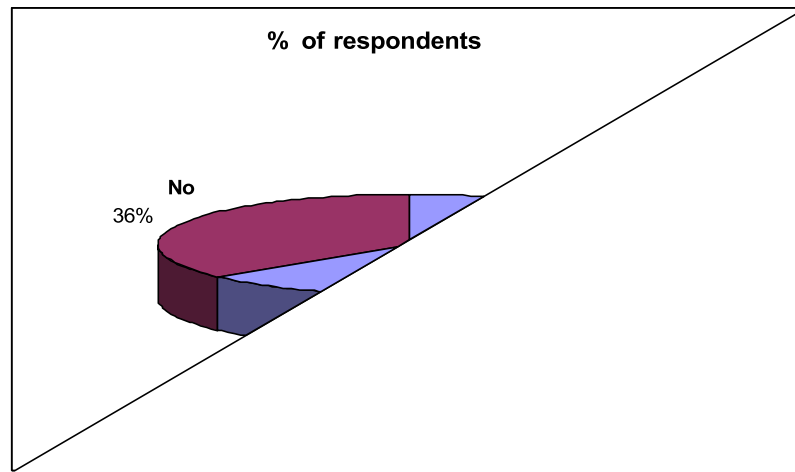
#### Interpretation

To above question, almost 50% of the employees thought that the Communication Process is horizontal and remaining is saying that vertical in a company.

8. Is Communication management process expensive and time consuming?  
 (a) YES (b) NO

S.No	Options	No. of Responses	Percentage
1	Yes	64	64
2	No	36	36
	Total	100	100

Interpretation



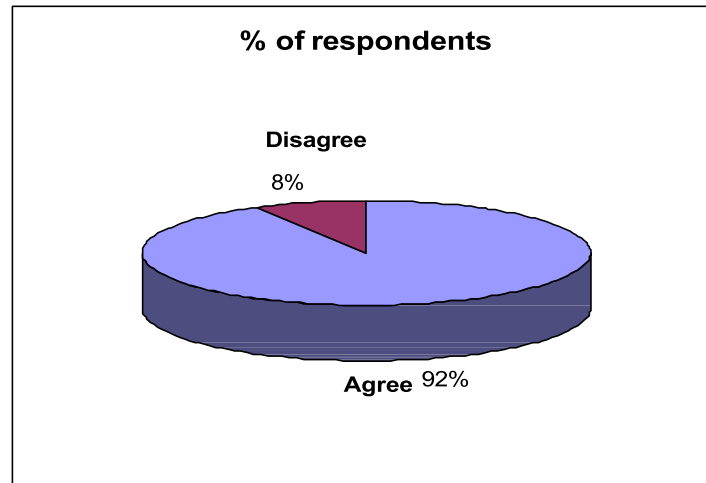
About 64% of the respondents said that the Communication management is expensive and time consuming. And 36% of the respondents said that the Communication management is not expensive and time consuming.

9. Do you agree with the assessment of your reviewing/reporting officers?

(a) Agree

(b) Disagree

S.No	Options	No. of Responses	Percentage
1	Agree	92	92
2	Disagree	8	8
	Total	100	100



Interpretation

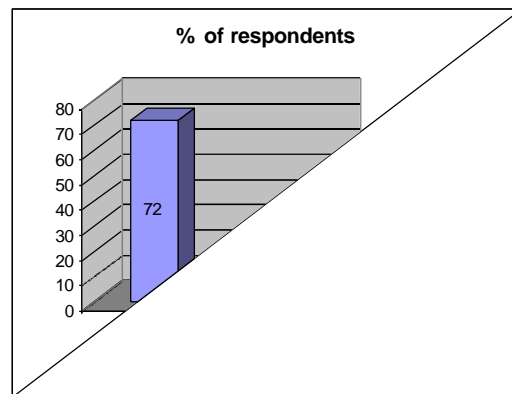
Majority of 92% of the employees responded that reporting officer was good at grading the performance. Nearly 8% were disagreeing his duties as per the guidelines laid down.

10. Do you want any change in frequent between the Communication management?

(a) YES

(b) NO

S.No	Options	No. of Responses	Percentage
1	Yes	72	72
2	No	28	28
	Total	100	100



#### Interpretation

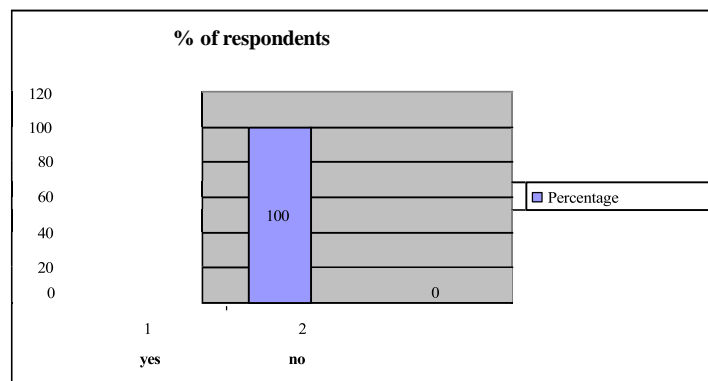
About 72% of the employees want to change in frequent between the Communication management. And 28% of the employees don't want to change between the Communication management.

11. Have you been able to express all difficulties & problems which you have been facing Regarding your job & achievement of your Communication management area?

(a) YES

(b) NO

S.No	Options	No. of Responses	Percentage
1	Yes	100	100
2	No	0	0
	Total	100	100



#### Interpretation

About 100% of the employees are able to express all difficulties & problems which they have been facing regarding their job.

12. Frequency at which merit rating/Performance appraisal is conducted?

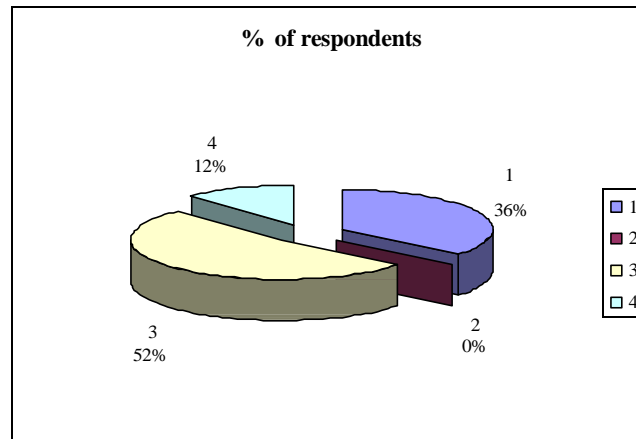
(a) 1year

(b) 2years

(c) half yearly

(d) Quarterly

S.No	Options	No. of Responses	Percentage
1	1YEAR	36	36
2	2YEARS	0	0
3	HALF YEARLY	52	52
4	QUATERTLY	12	12
	TOTAL	100	100



#### Interpretation

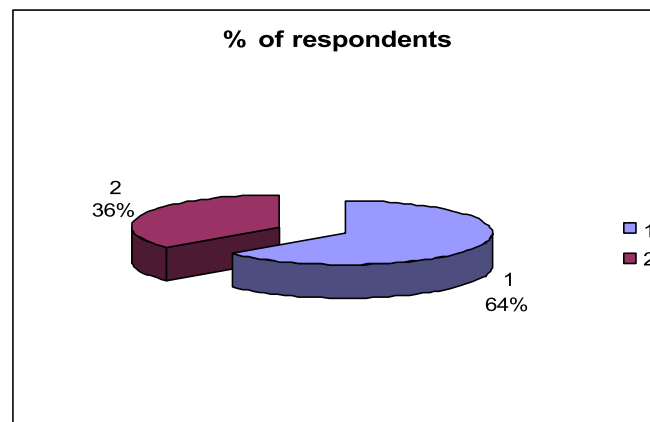
About 36% of the employees conducted merit rating/performance appraisal at the frequency 1 year, 52% of the employees conducted at half yearly, 12% of the employees conducted at quarterly.

13. Are you satisfied with present Communication management system?

(a) YES

(b) NO

S.No	Options	No. of Responses	Percentage
1	YES	64	64
2	NO	36	36
	TOTAL	100	100



#### Interpretation

About 64% of the employees were satisfied with present Performance appraisal system. Rest 36% of the employees was not satisfied with present system.

14. The Communication management is an opportunity for self review & reflection?

(a) YES

(b) NO

S.No	Options	No. of Responses	Percentage
1	Yes	80	80
2	No	20	20
	Total	100	100

