

A Survey Report on Impact of Internal Communication with Reference to MECON Ltd and Waxpol Industries Ranchi

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Abstract

There is strong correlation among the personnel overall performance with the extent of communicate that exist within the company. Most of employees agreed that in any respective stages communication aids the float of data and consequently will increase the overall performance of the group of workers.

Keywords: Communication Systems, Barriers of Communication, Employee's Performance, Employee's Productivity

Research Methodology

The Research Design

A study design is a technique of making choices, organizing and developing research in such a way that the requisite data can be gathered with ease and analysed to arrive at a solution. I adopted a descriptive and survey design in establishing current phenomena at organizations currently operating in Ranchi.

Population and Sample

A survey was conducted targeting all the employees of MECON Ltd., Ranchi and Waxpool Industries Ltd., Ranchi. A sample of 77, will be categorized into managers, supervisors, clerks and subordinates. MECON Ltd. is a public sector under taking under the Ministry of Steel, Government of India. The Waxpol Industries Ltd. has four manufacturing plants in India, and my sample is taken from Ranchi branch.

Data Analysis and Presentation

The collected data was analysed both qualitatively and quantitatively in order to determine how main study variables relate. Qualitative techniques were used to analyse the inferential statistics whereas the quantitative techniques were used to in the case of descriptive statistics.

Research Results and Discussion

This chapter affect the analysis and interpretation of the collected data.

Response Rate

Following are rate at which the questionnaires administered to sample population:

Target Population: 280

Sample Size: 100

Response: 77

Percentage (%) : 77%

Age Distribution of Staff

Age Group	Frequency of Staff	Percent	Cumulative Percent
21 – 30	7	9.1	9.1
31 – 40	24	31.2	40.3
41 – 50	28	36.40	76.6
51 – 60	10	13.0	89.6
Above 60	8	10.4	100
Total	77	100	

Above age distribution shows 41-50 years is modal age bracket of the entire staff with 36.4% representation followed by 31-40 years with 31.2% of representation. The age bracket 21-30 years represented 9.1% as those above 60 years aged are 10.4%.

Age of Staff across Different Position

Position of Employees

Age Group	Manager	Assistant Manager	Sales Executive	Office Assistant	Total
21 – 30	0	3	2	2	7
31 – 40	1	6	8	9	24
41 – 50	5	4	13	6	28
51 – 60	0	1	7	2	10
Above 60	0	6	1	1	8
Total	6	20	31	20	77

The distribution shows most of the managers are within the age of 41-50 years aged, this shows that they need promoted to the position. Likewise, most of the sales executives fall within the age bracket of 41-50 years. However, most of the Office Assistant are between the age of 31-40 years. the foremost of Assistant Manager are within the ages group of 31-40 and above 60. this is often because a number of them promoted to managerial positions at 41-50 years.

Distribution of Staff in Several Levels of Service

Staff Level	Frequency	Percent	Cumulative Percent
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Manager	6	7.8	7.8
Supervisor	20	26.0	33.8
Customer Care	31	40.3	74.8
Clerk	20	26.0	100.0
Total	77	100.0	

The customer care takes the enormous share of the staff with 40.3% and 31 in absolute figure. The supervisor and clerk positions take an equal share of 26% each of all the staff within the MECON Ltd. and Waxpol Industries Ranchi. The manager take the smallest amount stake of 7.8% with an absolute figure of 6 personnel. The distribution gives a standard spectrum of the human resource within MECON Ltd., Waxpol Industries, Ranchi.

Work Experience Distribution

Work Experience	Frequency	Percent	Cumulative Percent
Less than 2 years	7	9.1	9.1
3 – 4 years	13	16.9	26.0
5 – 6 years	26	33.8	59.6
6 – 7 years	23	29.9	89.6
Total	77	100.0	

This distribution indicate that have staff worked between 6-7 years and 5-6 years are modal period of worked with a percentage of 29.9%. The workforce that has worked between 5-6 years is that the majority with 33.8% this is often also the modal period worked. this means that MECON Ltd and Waxpol Industries Ranchi have experienced personnel, who are ready to deliver efficient services.

Timely Information

Responses to rate whether information timing affected their performance.

Effects of Information Timing on Communication

	Frequency	Percent	Cumulative Percent
Strongly Disagree	6	7.8	7.8
Disagree	7	9.1	16.9
Undecided	4	5.2	22.1
Agree	26	33.8	55.8
Strongly Agree	34	44.2	100.0
Total	77	100.0	

33.8% of respondents agreed that sometimes the information from their superiors isn't timely and hence it affects the performance and execution of respective duties, 44.2% of the respondents strongly agree

that the information being not timely affects the performance standards, this brings to 78% and 60 personnel in absolute figure.

Downward Communication and its Effects on Performance

As most of the staff agrees that through downward communication they're ready to understand what's expected of them by the senior, 61% of the population strongly agrees that through downward communication they perform better while 19.5% agree on an equivalent. This brings to 80.5% of the entire population being a presentation of 62 in real figure. 19.5% of the respondents either disagree or are undecided.

Downward Communication and Performance

	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	3.9	3.9
Disagree	1	1.3	5.2
Undecided	11	14.3	19.5
Agree	15	19.5	39.0
Strongly Agree	47	61.0	100.0
Total	77	100.0	

Feedback through Upward Communication

Response to the question whether seniors are ready to get feedback of the Junior staff.

	Frequency	Percent	Cumulative Percent
Strongly Disagree	5	6.5	6.5
Disagree	32	41.6	48.1
Undecided	11	14.3	62.3
Agree	19	24.7	87.0
Strongly Agree	10	13.0	100.0
Total	77	100.0	

Performance through Upward Communication

It indicates that the majority of the respondent aren't ready to raise complains to the management whenever they're not satisfied with the working conditions 41.6% of the respondents agree that they're unable to boost complains. while 6.5% strongly don't get an opportunity to rise complains. 37.7% of the respondents however agree that they're ready to rise complains to the management whenever the working condition aren't satisfactory.

	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	3.9	3.9

Disagree	9	11.7	15.6
Undecided	1	1.3	16.9
Agree	34	44.2	61.0
Strongly Agree	30	39.0	100
Total	77	100.0	

Staff Interactions through Lateral Communication

Respondents response that whether lateral communication allows interaction between staff in same level which improves performance. As indicated, most of the workers agree (strongly agree 39% and agree 44%) that later communication allows an equivalent level employees have interactions which improves their respective performances.

	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	3.9	3.9
Disagree	1	1.3	5.2
Undecided	0	0	0
Agree	24	31.2	36.4
Strongly Agree	49	63.6	100.0
Total	77	100.0	

Lateral Communication and Teamwork

Lateral communication creates a team work enable the teams to realize more, respondents were alleged to respond on the problems regarding to their perception on lateral communication, team work and achievements.

The responses above indicates 63.6% of the respondents strongly agree that through lateral communication the organization is in a position to make teamwork which will make the achievement of goals be more efficient 31.2% of said population comply with an equivalent when 1.3% disagrees and 3.9% strongly disagree. It is conclude that lateral communication helps organization to make teams which will work together so as to realize results faster.

Correlation between the Extent of Communication and its Effect on Performance

Correlation between the level of Communication

		The Level of Communication	Performance in Regard to Communication Available
The Level of Communication	Pearson Correlation	1	.909**
	Sig (2-tailed)		.000
	N	77	77
Performance in Regard to Communication Available	Pearson Correlation	.909**	1
	Sig. (2-tailed)	.000	
	N	77	77

Correlation is significant at the 0.01 (2-tailed)

The correlation co-efficient is 0.999, this shows that there is a strong correlation between communication levels and performance of employees. This indicates that for the organizations to perform efficiently and effectively, organizations should consider investing in communication to enable information needed in performance to be available and transmitted promptly.

Discussion of the Findings

The outcome of this research shows that organization has communication systems between employees and management which affects employee performance. The effect of downward communication is that they get to know what their seniors expect from them, information is timely and improves the performance and execution of respective duties.

Based on the findings, most of the respondents agreed that they're ready to interact with their seniors discussing their performance, they're ready to raise complaints whenever they're not satisfied with their working conditions, the seniors get performance feedback of the junior’s performance that through upward communication employee productivity is improved.

It's evident that lateral communication affects employee performance. this type of communication allows for interactions between employees of an equivalent level within the organization which improves performance. The respondents agreed that lateral communication promotes teamwork and this improves employees’ performance outcome.