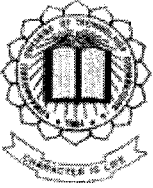


P-2127



A STUDY ON THE JOB SATISFACTION OF THE EMPLOYEES  
IN PRICOL GROUP OF COMPANIES

By  
MUTHU MEENAKSHI.A  
Reg.no.71206631031

P-2127

of

Department of Management Studies  
Kumaraguru College of Technology  
Coimbatore

A PROJECT REPORT  
Submitted to the

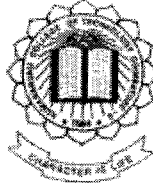
FACULTY OF MANAGEMENT SCIENCES

In partial fulfillment of the requirements  
for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

July, 2007

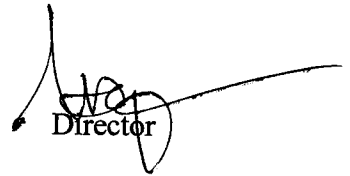


**DEPARTMENT OF MANAGEMENT STUDIES**  
**KUMARAGURU COLLEGE OF TECHNOLOGY**  
**COIMBATORE**

**BONAFIDE CERTIFICATE**

Certified that this project report titled “**A STUDY ON THE JOB SATISFACTION OF THE EMPLOYEES IN PRICOL GROUP OF COMPANIES**” is the bonafide work of **Ms.MUTHU MEENAKSHI.A(71206631031)** who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

  
 Faculty Guide

  
 Director

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Evaluated and vice-voce conducted on ..... 29/10/09 .....

  
 Examiner I

Examiner II

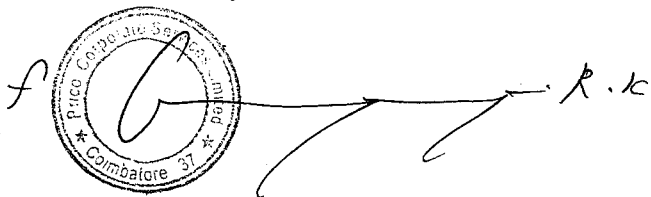
**PCS / HRD / ADM**  
02 August 2007

**CERTIFICATE**

This is to certify that **Ms. MUTHU MEENAKSHI .A** (06MBA31) of II year MBA, Kumaraguru College of Technology, Coimbatore – 641 006 has successfully completed her summer project titled **“A STUDY ON THE JOB SATISFACTION OF THE EMPLOYEES IN PRICOL GROUP OF COMPANIES”** at our company from **19 June 2007 to 31 July 2007**.

During the period her conduct was good and satisfactory.

**For Pricol Corporate Services Ltd.,**



**(Lt Col Mohan Mathew (Retd))**  
**HEAD - HR**

---

***DECLARATION***

## DECLARATION

I, hereby declare that this project report entitled as “a study on the inventory management of roots industries limited”, has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of Prof. Elamurugan during the academic year 2007-2008.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

Place: Coimbatore

Date:



(MUTHU MEENAKSHIA)

## ACKNOWLEDGEMENT

It is inevitable that thoughts and ideas of other people tend to drift into the subconscious when one feels to acknowledge helping derived from others. I acknowledge to all those who have helped me in the preparation of this project work.

I would like to thank the god almighty for his guidance without whom this project wouldn't have become reality.

I wish to express my deep gratitude to the principal Dr. Joseph V. Thanikal for his guidance and encouragement to complete my project work.

I wish to express my sincere thanks to Prof.Dr.S. Devanathan – Director, KCT Business School, for his continuous encouragement throughout my project.

I owe my heartfelt gratitude to Prof. Elamurugan, KCT Business School, for his help and valuable guidance given to me through out my project.

I express my sincere thanks to Mr. Vikram Mohan, Chief Executive Officer, Pricol Group of Companies, Coimbatore for granting permission to do my project work.

I extend my sincere gratitude to Ms.Geethanjali, Human Resource Development, Pricol Group of Companies, for her guidance to complete my project successfully.

Lastly I thank all the employees in the organization who were involved knowingly or unknowingly to make this project work successful.

## EXECUTIVE SUMMARY

Job satisfaction is very difficult to define because it is an intangible, unseen, unobserved variable and a complex assemblage of cognition (belief or knowledge) and emotions, feelings (sentiments or evaluations) and such behaviours, tendencies. Job satisfaction may be viewed as the pleasurable emotional state resulting from the perception of one's job, as fulfilling or allowing the fulfillment of one's important job values, provided these values are compatible with one's needs.

PRICOL (Premier Instruments and Control Limited), the manufacturer of automobile components, was started in the year 1972. It has eight factories in various locations in India and abroad with over 4600 employees. It offers 63 products and 2600 variants. It has now captured a market share of more than 50% in the automobile components industry.

PRICOL GROUP OF COMPANIES, is a part of the Rs.600 crores PRICOL limited. It has seven Strategic Business Units (SBUs) namely Pricol Corporate Services Limited, Pricol Property Development Limited, Pricol Packaging Limited, Pricol Technologies Limited, Pricol Travels Limited, Pricol Cargo, and PAcE (Pricol Academy of Excellence)

The human resource department has been functioning in the companies since 2004. The department has extended its functioning in the areas of talent acquisition and people management, etc...

This study identifies the important factors that influence the job satisfaction of the employees, such as personal details, job related details, working environment, welfare, safety measures and overall satisfaction. The study is based on 50 employees drawn from different departments. This study would help the management to understand the level of job satisfaction and also to identify the areas of satisfaction and dissatisfaction existing in the organization. The statistical tool used is percentage analysis.

## TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	List of Tables	
	List of Figures	
<b>1</b>	<b>Introduction</b>	
	1.1 Background	01
	1.2 Review of Literature	02
	1.3 Objectives of the study	06
	1.4 Scope of the study	06
	1.5 Methodology	07
	1.6 Limitations	08
	1.7 Chapter Scheme	08
<b>2</b>	<b>Organization Profile</b>	
	2.1. History of the Organization	09
	2.2. Management	12
	2.3. Organization Structure	13
	2.4. Products profile and Market potential	14
	2.5. Future Plans of the Company	18
<b>3</b>	<b>Macro-Micro Analysis</b>	20
<b>4</b>	<b>Data Analysis &amp; Interpretation</b>	22
<b>5</b>	<b>Conclusions</b>	
	5.1. Results and Discussions	49
	5.2. Considered Recommendations	52
	<b>Bibliography</b>	54



## LIST OF TABLES

<b>TABLE NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
1	Age	22
2	Gender	23
3	Marital Status	24
4	Working Hours	25
5	Importance to Opinions and Ideas	26
6	Opportunity to Express Skills & Capabilities	27
7	Qualification & Experience Match with Job	28
8	Security in Job	29
9	Company Helps you to Develop your Skills	30
10	Aware of Job Responsibilities	31
11	Opinion on Performance Appraisal	32
12	Opinion on Grievance Handling Procedure	33
13	Opinion about HR Policies & Procedures	34
14	Relationship with Superiors	35
15	Relationship with Subordinates	36
16	Relationship with Teammates	37
17	Relationship with HR	38
18	Relationship with Other Department Colleagues	39
19	Opinion about Transportation	40
20	Opinion on Facilities	41
21	Opinion about Data Security	42
22	Opinion about Equipments & Resources	43
23	Opinion about Reward for Performance	44
24	Opinion about Working Conditions	45
25	Opinion about Salary Given	46
26	Given Chance to Improve on the Job	47
27	Satisfied with the Career Growth Plans	48

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15	Relationship with Subordinates	36
16	Relationship with Teammates	37
17	Relationship with HR	38
18	Relationship with Other Department Colleagues	39
19	Opinion about Transportation	40
20	Opinion on Facilities	41
21	Opinion about Data Security	42
22	Opinion about Equipments & Resources	43
23	Opinion about Reward for Performance	44
24	Opinion about Working Conditions	45
25	Opinion about Salary Given	46
26	Given Chance to Improve on the Job	47
27	Satisfied with the Career Growth Plans	48

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***CHAPTER 1***

***INTRODUCTION***

## CHAPTER-1

### INTRODUCTION

#### 1.1 BACKGROUND:

Human resources are considered to be the most valuable asset in any organization. Organizations are realizing that of the various factors that contribute to performance, the human resources are the most critical. Regardless of the size or nature of an organization, the activities it undertakes and the environment in which it operates, its success is determined by the decisions its employees make and the behaviors in which they engage.

Job satisfaction is very difficult to define, it is based on emotional feelings, it is the process of knowing whether the individual is satisfied with his work. The important aspects of job satisfaction are compensation, benefits, job security, work/life balance, and communication between employees and senior management.

The findings of several studies reveal that females in general have more job satisfaction than males. The reason behind it is females have low aspiration and expectation than males and they have less economic burden. So they are easily satisfied in their jobs compared to their male counterparts.

#### 1.2. REVIEW OF LITERATURE:

1) **Title:** Flexible working hours is a success

**Source:** Equal Opportunities Review, July 2007 Issue 166, pg 3-3, 1p.

**Abstract:**

The article discusses the findings of a research from Working Families. Based on the case studies of 23 senior managers working on reduced hours or flexible arrangements, the research results demonstrate that such arrangements are being practiced successfully

without affecting an organization's efficiency or effectiveness. The author elaborates on specific aspects of the cases taken up that include recruitment, employee retention and employees' energy and experience.

2) **Title:** Does the employee–customer satisfaction link hold for all employee groups?

**Source:** Journal of Business Research, July 2007 Vol 60 Issue 7, pg 690-697,8p

**Author:** Wangenheim, Florian

Evanschitzky, Heiner

Wanderlich, Maren

**Abstract:**

Increasingly, retailers nowadays have to focus on service marketing strategies and tactics to differentiate themselves from their competitors. Delivering high levels of service quality becomes crucial for long-term success. Since customers' perception of service quality depends very much on the interaction between the customer and the employee, this study analyzes the link between employee and customer *satisfaction* in more detail. Moreover, based on three different theories that prior research has used, it investigates whether or not the level of customer contact is a determinant of the existence or the intensity of the employee–customer *satisfaction* link. Analysis of dyadic data from 53,645 customers and 1659 employees across 99 outlets of a large German Do-It-Yourself (DIY)-retailer shows that employee *job satisfaction* affects customer *satisfaction* even for employee groups that are not in direct interaction with customers, although effects seem to be slightly stronger for high interaction groups. Implications for research and management are discussed. [Copyright 2007 Elsevier]

3) **Title:** You cant run on an empty tank.

**Source:** Business week online, 7/30/2007, p23-23, 1p

**Author:** Ryan, liz

**Abstract:**

The article provides tips on handling emotional and mental stress at work. According to the article, one way to maintain amounts of mental and emotional energy at work is to spend time with the people who are the most supportive. Another way to manage mental/emotional barrel on the *job* is to plan the day so that the most negative events do not happen when an employee is tired and ready to go home.

4) **Title:** HR, Employees vary on Satisfaction.

**Source:** HR magazine, Aug2007, Vol. 52 Issue 8, p32-34, 2p

**Author:** Miller, Stephan

**Abstract:**

The article offers insights from the Society for Human Resource Management's (SHRM) 2007 *Job Satisfaction* Survey Report which can help HR professionals better understand employee preferences when developing programs and policies. According to the survey, the top five very important aspects of *job satisfaction* were compensation, benefits, *job* security, work/life balance, and communication between employees and senior management. Survey research specialist Jessica Frincke said employee benefits can serve as a powerful tool for employee *satisfaction*.

5) **Title:** The Pursuit of Unhappiness

**Source:** Strategic Finance; Jul2007, Vol. 89 Issue 1, p11-12, 2p

**Author:** Gunn, Robert

Gullickson, Betsy Raskin

**Abstract:**

This article presents the quandary of getting what one asks for (as in a pay raise at work) and it not being enough (when compared with other people's compensation or motivation to do better). The author talks about fundamental incentives of money, recognition and cause in the work environment and the importance of attitude and subjectivity in an employee's *job satisfaction*.

6) **Title:** Employee Positioning and Workload Allocation.

**Source:** Computer and operations research; Feb2008, Vol. 35 Issue 2, p513-524, 12

**Author:** Eiselt.H.A

Marianov, Vladimir

**Author:**

Assigning tasks to employees is a difficult task. Errors committed in such assignments can have far-reaching consequences, such as reduced efficiency due to absenteeism, lack of *job satisfaction*, formal grievances, and generally deteriorating labor relations. This paper approaches the problem from a spatial point of view. First, the employees and the relevant

tasks are mapped in a skill space. After feasible task assignments are determined, tasks are assigned to employees so as to minimize employee—task distances in order to avoid boredom, and minimize disequity between the individual employees' workloads, and minimize costs. Computational results are provided for an engineering department of the Pontificia Universidad Católica de Chile in Santiago, Chile. [Copyright 2008 Elsevier]

7) **Title:** Is life a balancing act?

**Source:** Industrial and Commercial Training; 2007, Vol. 39 Issue 5, p281-284, 4p

**Author:** Huges, Nicola

**Abstract:**

The purpose of this case study is to highlight to individuals and businesses the importance of work-life balance and how it can have a massive impact on one's daily life. It aims to describe the pitfalls of not having a policy in place and also how a business can go about implementing a policy. Design/methodology/approach — The subject scope of the paper is to inform employers and employees of all aspects of work-life balance from the cause and effect to the methods available to help them achieve a great balance and improve productivity and wellbeing. Findings — The case study shows that work-life balance is having a massive impact not only on businesses productivity, but also on the economy as a whole. A massive amount of money is being lost due to illness, etc. The information included from companies such as BT who have already implemented a work-life balance programme shows that the results are significant. The increase in staff wellbeing and productivity is amazing and shows that implementing these programmes really makes a difference. Originality/value — The case study is invaluable to any employer who has a team of staff. The findings of the research undertaken with BT shows that companies cannot wait until work-life balance becomes a "must have" — it needs to be implemented straightaway to ensure that staff are happy in their *job* and that no aspect of their career is contributing to ill health. BT show that by ensuring that "work-life" balance is prevalent in their business they have reduced absenteeism, increased productivity and have a more responsive and effective work force.

8) **Title:** True, how true

**Source:** Conference Board Review; Jul/Aug2007, Vol. 44 Issue 4, p12-12, 1/3p

**Author:** Pollan, Stephan.M

Levine, Mark

**Abstract:**

The author reflects on the different work attitudes he encountered as a financial adviser and attorney with his clients in the U.S. He observed that many people work to express themselves because they represent an unusually large percentage of those who are the most unhappy at work. He explained that those who work to express themselves are so unhappy because they are often the least-paid workers.

9) **Title:** Who really powers your firm?

**Source:** Graphic Arts Monthly; Jul2007, Vol. 79 Issue 7, p12-12, 1p, 1c

**Author:** Driesbach, John

**Abstract:**

The article focuses on the factors that determine a firm's long-term success in the U.S. According to the author, people control the quality of a company's reputation. Employee attitudes, skills, and their understanding of client goals is the foundation for building relationships that yield superior performance and products. Managers need to invest time in guiding employee relationship building, both internally and externally. Solid relationships between staff in the plant make an excellent impression on customers.

10) **Title:** Equal matchup

**Source:** Entrepreneur; Aug2007, Vol. 35 Issue 8, p93-94, 2p

**Author:** Henricks, Mark

**Abstract:**

The article discusses various approaches to employee retention involving single workers in the U.S. According to consultant Jan Civian, employees who are not in a committed relationship are more likely to leave an organization based on a survey that she had found. Entrepreneur Thomas Harpointer keeps his single workers loyal to the company by sponsoring *job*-related classes and giving them the opportunity to grow.



### **1.3 OBJECTIVES OF THE STUDY**

- To identify the level of job satisfaction of the employees.
- To understand the attitude of the employees towards the job and the organization.
- To evaluate the co-operation among the employees.
- To offer suggestions to the organization based on the findings of the study.

### **1.4 SCOPE OF THE STUDY:**

The present study makes an attempt and analysis the level of job satisfaction among the employees of the companies under Pricol Corporate Services.. Job satisfaction is a much researched topic. The project title “ study on the job satisfaction of the employees in Pricol Group of Companies”, helps to identify the important factors that influence job satisfaction of the employees such as personal details, job related details, working environment, welfare, safety measures, and over all satisfaction, also the attitude of the employees towards various general attributes were found with a view to identify the area which needs improvement.

The study is based on 50 employees drawn from various departments of the Pricol group of companies. This study would help the management to understand the level of job satisfaction and identify the area of satisfaction and dissatisfaction existing among the employees present in the organization. This study is important because job satisfaction survey is produced by which employees collectively report their feelings about their job.

This study will also help the management to reduce the job related problems, increase motivational activities and develop the employees in such a way that their career goals are achieved. The result of the study helps the management to know about the short comings in the management. Correction of the short comings helps the management to improve the efficiency of the organization.

## 1.5. METHODOLOGY

### **Research Methodology:**

Research methodology is a way to systematically solve the research problem. It is the science of studying how a research is done. The researcher has explained the methods and steps adopted for achieving the purpose of the study and to arrive at a meaningful conclusion.

### **Type of study:**

### **Research design:**

The type of study is descriptive in nature.

### **Sample size:**

50 employees from the total population of the employees were taken. The employees from all the departments of the organization were taken into consideration.

### **Method of data collection:**

The tool used for data collection is questionnaire. The questionnaire used for the survey includes nominal, interval, and ordinal scales. The questionnaire comes under the primary data collection method which seems to be original in character.

### **Tools for analysis:**

For the purpose of data analysis the statistical tool used is

- Percentage analysis.

## 1.6 LIMITATIONS

- The respondents opinion may change from time to time.
- The sample size is not large enough for a detailed and accurate study.
- The lack of time availability is another major limitation.
- The respondents may not give the actual opinions.

## **1.7 CHAPTER SCHEME**

### **Chapter 1: Introduction**

The first chapter deals with the background, objectives, scope of the study, methodology used in data collection, limitations of the study, and brief introduction of all the chapters.

### **Chapter 2: Organization profile**

Organization profile includes details on the history of the organization, management and organization structure, product profile and market potential, competitive strength of the company and a brief description on various functional areas of the organization.

### **Chapter 3: Macro- micro analysis**

Macro- micro analysis deals with the prevailing scenario of the organization with respect to its respective industry and to perform the various analysis of the company.

### **Chapter 4: Data analysis and interpretation**

This chapter mainly deals with performing various ratio analysis related to job satisfaction in order to analyze.

### **Chapter 5: Conclusion**

Conclusion includes the results and the discussions regarding the performance of the company and the considered recommendations to improve the performance of the company.

---

***CHAPTER 2***

***ORGANIZATIONAL PROFILE***

## **CHAPTER-2**

### **ORGANIZATION PROFILE**

#### **2.1 History of the Organisation:**

The Pricol Group of Companies, was started by Mr. Vikram Mohan who is the Director and CEO. With his rich experience in the business and the able guidance of his father Mr. Vijay Mohan, the chairman of PRICOL Limited he started the group companies which have seven SBUs namely Pricol Corporate Services Limited, Pricol Property Development Limited, Pricol Packaging Limited, Pricol Technologies Limited, Pricol Travels Limited, Pricol Cargo Limited, and PAcE (Pricol Academy of Excellence)

The first company started was Pricol Packaging Limited in order to meet the heavy requirement of PRICOL Limited for packing the finished goods. Recognizing the opportunities in the other related verticals the remaining SBUs were commenced and is now acting as successful and independent business units generating its own revenues.

#### **PRICOL GROUP OF COMPANIES:**

##### **Pricol Corporate Services Ltd:**

Pricol Corporate Services provides strategic planning and advisory services for all the other group companies. They provide expertise in many areas which include human resource, systems, finance, audit, corporate strategy etc...

##### **Pricol Packaging Ltd:**

Pricol Packaging Ltd is an ISO- 9001 company which was started in 1999 to provide packing material to its parent concern Pricol. It has 2 manufacturing units,

Plant I – Periyayanayakanpalayam.

Plant II – Near Mettupalayam.

**Pricol Technologies Ltd:**

Pricol was started to provide engineering design. It has Dynasim as its alliance partner to offer multi-body engineering solutions.

It has Blue Ridge Numerics, USA as its alliance partner to offer computational fluid dynamics solutions.

It has Cabl Equilty which is an advanced CAD/EDA/PLM software, the most powerful and user friendly Hardware Electrical Systems design application available in the market. It can handle unlimited number of products, projects, designs, revision control mechanism.

**Pricol Cargo Ltd:**

Pricol Cargo is a division of Pricol Travels limited which was commenced to provide complete air cargo solutions. This company is now providing many services in the area of air cargo

**Pricol Travels Ltd:**

Pricol Travels is a transportation company which was started to provide services in the field of transport. Pricol is an member of the worldwide UNIGLOBE travel franchise network. Uniglobe travel was started in 1979 by U. Gary Charlwood the company's chairman and ceo. It has over 750 travel agencies in over 24 countries which include Canada, Us, Europe, Asia, Middle East, and Southern Africa. It is the world's largest single brand travel franchise organization. Pricol is an IATA accredited travel agency.

**Pricol Property Development Ltd:**

Pricol Property Development was commenced to provide its services in the field of construction. It is mainly concerned with the construction of apartments. Thus Pricol now brings its reputation into property development.

**PAcE:**

PAcE stands for Pricol Academy of Excellence. Pricol aims to train individuals. Their focus is on people and promoting individual growth to benefit the organization.

Several courses in the field of travel and tourism, software and information technology courses, language courses, management development courses, and out bound training programmes.

It is a non-profit organization. Some of the areas that would be addressed are;

- Employability factor.
- Adaptability.
- Global outlook.
- Team building.
- Assessment and development.

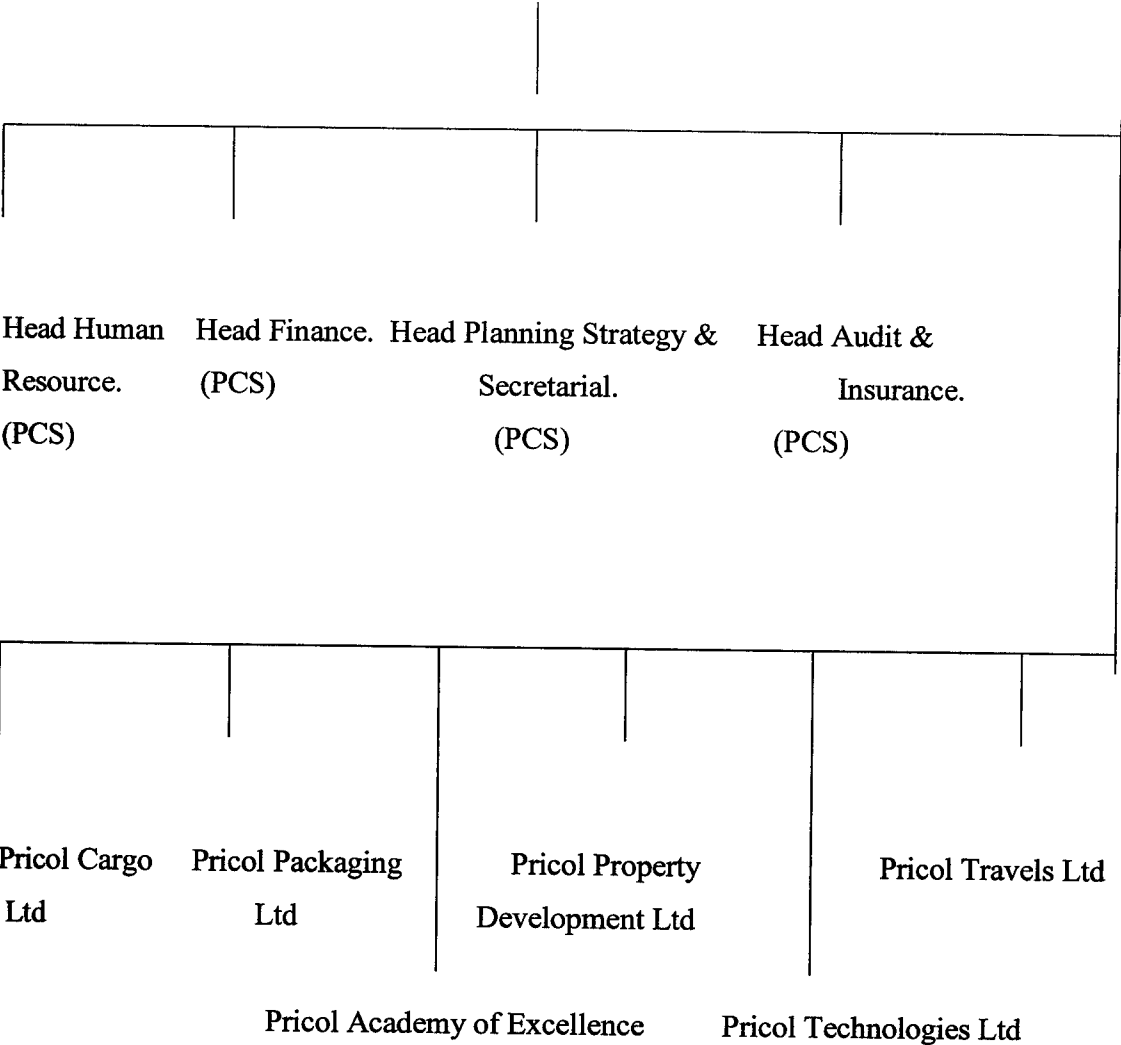
## 2.2 MANAGEMENT

Mr. Vikram Mohan	= Director / Chief Executive Officer.
Mr. Sekar. B. R.	= Head Finance- Pricol Corporate Services.
Mr. Gopalakrishnan. S. A.	= Head Audit and IS- Pricol Corporate Services.
Col. Mohan Mathew(Retd)	= Head Human Resources- Pricol Corporate Services.
Mr. Subramanian. K. N.	= Head Planning Strategy and Secretarial- Pricol Corporate Services.
Wg.Cmdr. Gopalakrishnan.	= Head- Pricol Packaging Limited.
Mr. Ramaseshan. A. S.	= COO & President- Pricol Technologies.
Mr. Damodaran. S.	= Vice President- Pricol Property Development Limited.
Mr. N.S.N Mohan	= COO- Pricol Travels Limited.
Col Purushothaman.S(Retd)	= Director- Pricol Academy of Excellence.



**2.3 ORGANIZATION STRUCTURE**

Director / Chief Executive Officer



## 2.4 PRODUCTS PROFILE AND MARKET POTENTIAL

### **PRODUCT PROFILE:**

The companies mainly concentrate in providing services rather than on manufacturing products, except for Pricol Packaging Ltd which deals with the manufacturing of packing materials.

#### **Pricol Corporate Services Ltd:**

They provide expertise in the following areas,

- Human Resource - talent acquisition and people management.
- Systems - system study, system development, system implementation.
- Finance - financial advisory, project structuring, feasibility studies.
- Audit - setting up internal audit system, compliance system.
- Corporate strategy - align a company's strategy and management objectives with the corporate strategy.

#### **Pricol Property Development Ltd:**

Some of the recent projects of this company are,

- Saffron Summers
- Wenlock Woods
- Crimson Dawn
- Silver Springs

**Pricol Cargo Ltd:**

Some of the services provided by them are,

- Door to door
- Door to airports
- Airport to doors
- Airport to airport

**Pricol Technologies Limited:**

They provide services in the area of engineering design. Some of their services include,

- Styling
- Vehicle interiors
- Electronics and embedded
- Mechanical and mechatronics
- Rapid prototyping
- Multi-body engineering
- Computational fluid dynamics, Crash and NVH
- Tool design
- Plastic and die cast
- Machined components
- PLC management
- CAD customization etc...

**Pricol Packaging Ltd:**

It is the only manufacturing company in the Pricol group of companies. Some of the products manufactured by them are.

- Display boxes
- Thermoformed products
- Telescoping cartons
- Software boxes
- Antistatic and PVC trays
- Gift boxes
- Slotted cartons
- Self lock cartons
- Pads and inserts
- Paper lamination service etc...

**PAcE:**

Pricol Academy of Excellence provides several courses in the fields of,

- Travel and tourism courses
- Software and information technology courses
- Language courses
- Management development programs
- Out bound training programmes etc...

**MARKET POTENTIAL**

Pricol Ltd is the parent company dealing with the manufacturing of automotive instruments. Pricol is the market leader enjoying 53% of the Automotive instruments share. Pricol limited exports about 12% of its turnover to the US, Canada, Mexico, South America, Europe, Turkey, Egypt, Middle East, Asia, Australia, New Zealand etc...

Pricol Group of Companies, was initially started to provide services to its parent company Pricol limited.

Pricol Packaging Ltd, supplies some of the manufactured products to many of the leading companies in India. Some of the leading customers in India are,

- Lakshmi Machine Works
- Ashok Leyland
- Hindustan Unilateral Limited
- CRI Pumps
- Precot Mills
- Super Spinning Mills

Pricol Academy of Excellence is a non-profit organization which addresses some of the areas to capture market leadership. Those areas are,

- Employability factor
- Adaptability
- Global outlook
- Team building
- Assessment and development

All the companies under Pricol Corporate Services, have nice reputation among all its customers because it provides value and satisfaction to customers on products and services which is achieved through systematic training. Pricol strives for excellence in all they do through socially and environmentally acceptable means.

They capture market leadership through customer delight. They want to be a responsible corporate citizen and share the benefits with the society. They want to make the customers, employees, suppliers, and share holders feel proud of them and maintain long-term relationship with them.

## 2.5 FUTURE PLANS

Some of the future plans of Pricol Group of Companies are,

### **Pricol Corporate Services Ltd:**

It has the plan of evolving into a Business Process Outsourcing unit which provides services for other companies and to generate profits from companies other than the group companies. It has plan of providing range of services to include human resource, finance, accounting, audit, secretarial, legal, and administration etc...

### **Pricol Property Development Ltd:**

Now it is involved in the construction of apartments, flats etc.... In future it is planning to extend its construction business into the area of commercial buildings like hotels, multiplex, shopping mall, restaurants, etc...

### **Pricol Technologies Ltd:**

Pricol Technologies has decided to enter into other product portfolio in the future and also has the plan to extend its services to European countries and Asia Pacific.

### **Pricol Travels Ltd:**

This company has the future plan of opening its branch in Pune, Vishakapatnam, and Hyderabad etc...

### **Pricol Cargo Ltd:**

At present it is providing services only in the Airways but in the future it is planning to extend its services in the field of Railways, Roadways, Ocean freight forwarding, etc

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***CHAPTER 3***

***MACRO-MICRO ANALYSIS***

### CHAPTER-3

#### MACRO-MICRO ANALYSIS

PRICOL Limited manufactures a range of automobile components and has recorded an all time high net sales during 2004-2005. The company's board has recommended a dividend of 100%. The total income reached to Rs.4,504 million which was an all time high. The net profit for the company reached to 425 million which again was a new milestone for the company.

India and many other Asian countries are amongst the few fastest growing markets for automobiles particularly in two and three -wheeler segment. The automobile sales volume during FY 2006-2007 have grown by 13% to 89, 10,224 vehicles. Two-wheelers, which account for 79% of the market, has grown by 13.63% to 70,56,317 units. Growth in the automobiles segment has never been better with the Indian automobile industry growing consistently at a CAGR of 14.3% over the last four years. Considering the huge potential for two-wheelers in domestic and overseas markets, the Indian automobile I industry is to grow higher than the other industries.

Better product innovation, penetration into different class of segments and upgraded technology augurs well for the company to strengthen its presence in domestic and export markets. Market share of the company has improved to a great extent for the past two years.

#### Position of the Automobile components industry

The automobile components industry has started gaining importance only in the recent years. Earlier there was no much market and also there was some struggle in the automobile component industry due to less importance for vehicles, the great strength attained for this industry was only after 2000.



The main reason was due to,

- Easy financial process
- Bank giving loan for vehicles
- Various varieties that are getting launched.

India is among the few fastest growing markets for automobiles so the position of many of the automobile components industry will be also growing simultaneously.

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**CHAPTER 4**  
**DATA ANALYSIS & INTERPRETATION**

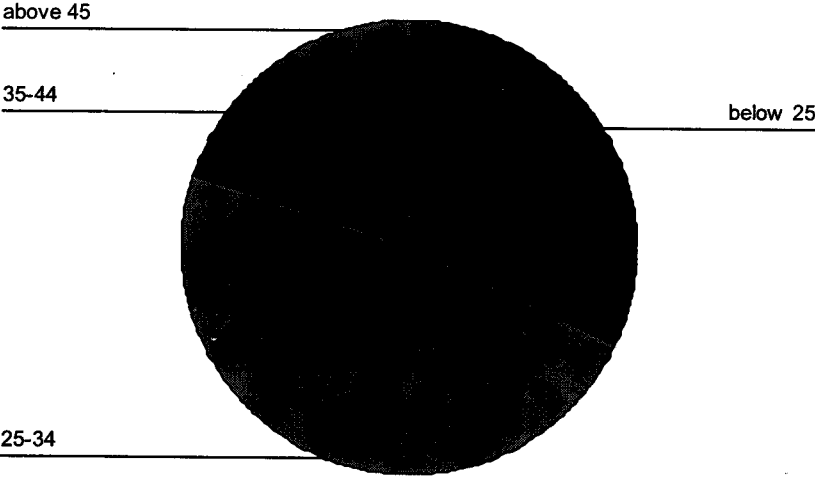
**DATA ANALYSIS AND INTERPRETATION**

**4.1 PERCENTAGE ANALYSIS:**

**TABLE 1: AGE**

Age in years	Frequency	Percent
below 25	16	32.0
25-34	24	48.0
35-44	5	10.0
above 45	5	10.0
Total	50	100.0

age



**INFERENCE**

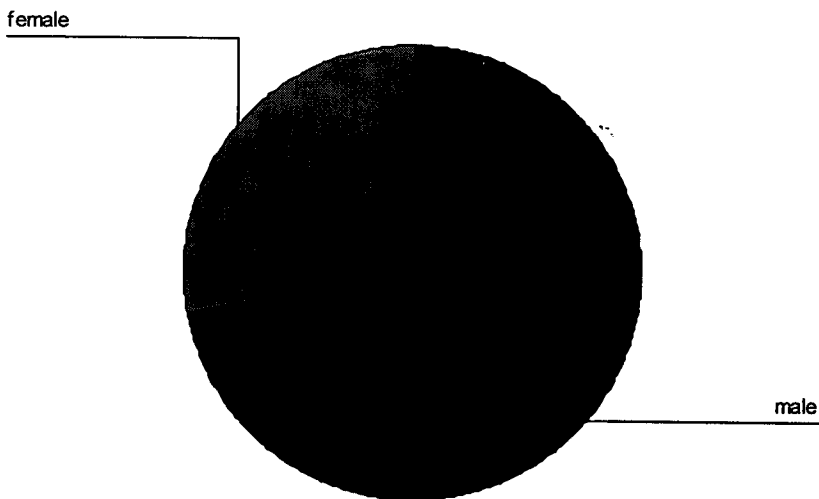
From the above chart it is clear that 48% of the employees are in the age group 25 – 34. Hence majority of the employees belong to this group.

**TABLE 2: GENDER**

Gender	Frequency	Percent
male	36	72.0
female	14	28.0
Total	50	100.0

**CHART-2**

gender

**INFERENCE**

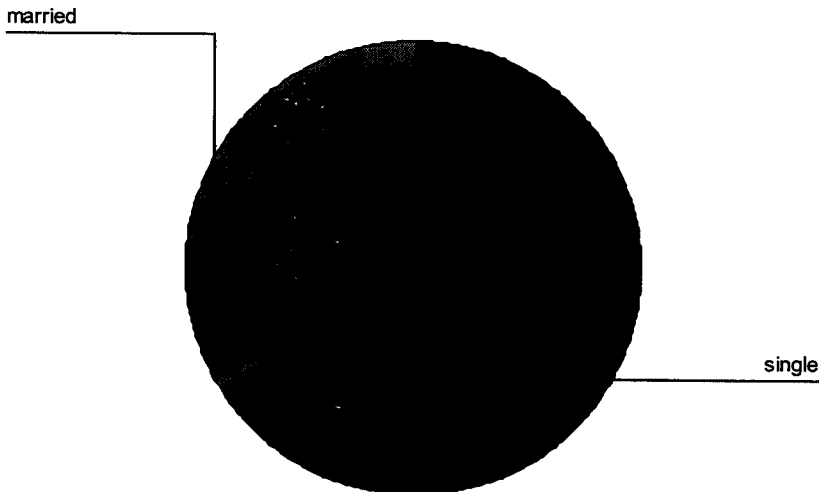
From the above table it is clear that 72% of the employees are males and only 28% of the employees are females.

**TABLE 3: MARITAL STATUS**

Marital status	Frequency	Percent
single	33	66.0
married	17	34.0
Total	50	100.0

**CHART-3**

marital status

**INFERENCE**

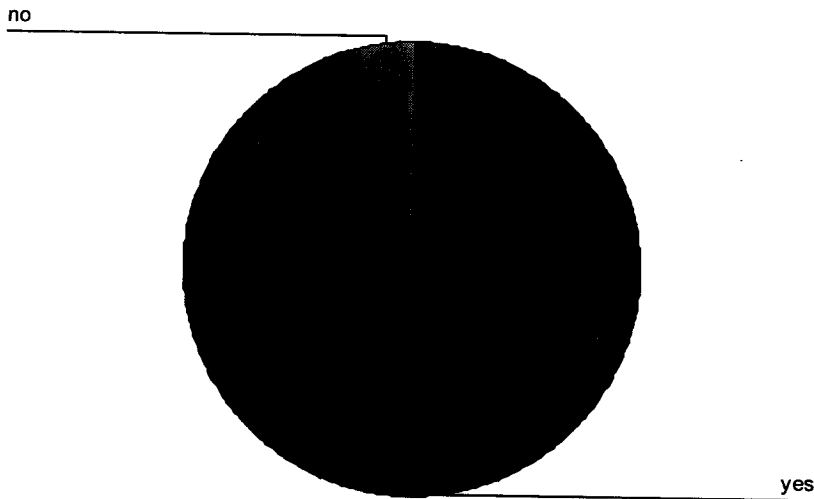
From the above table it is clear that 66% of the employees are single and only the remaining 34% of the employees are married.

**TABLE 4: WORKING HOURS**

Working hours	Frequency	Percent
yes	48	96.0
no	2	4.0
Total	50	100.0

**CHART-4**

workinghours

**INFERENCE**

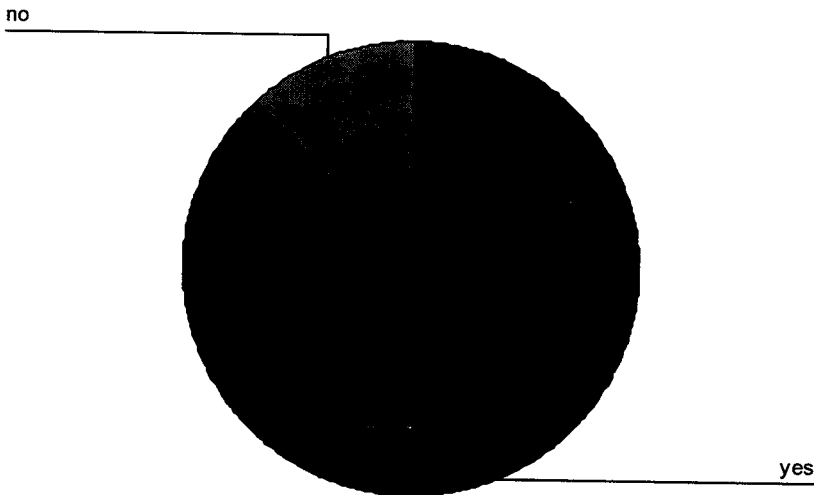
From the above table it is clear that 96% of the employees in the company are satisfied with the working hours and only about 4% of the employees are unhappy with the working hours.

**TABLE 5: IMPORTANCE TO OPINIONS AND IDEAS**

Importance to opinions and ideas	Frequency	Percent
yes	44	88.0
no	6	12.0
Total	50	100.0

**CHART-5**

importance to opinions and ideas

**INFERENCE:**

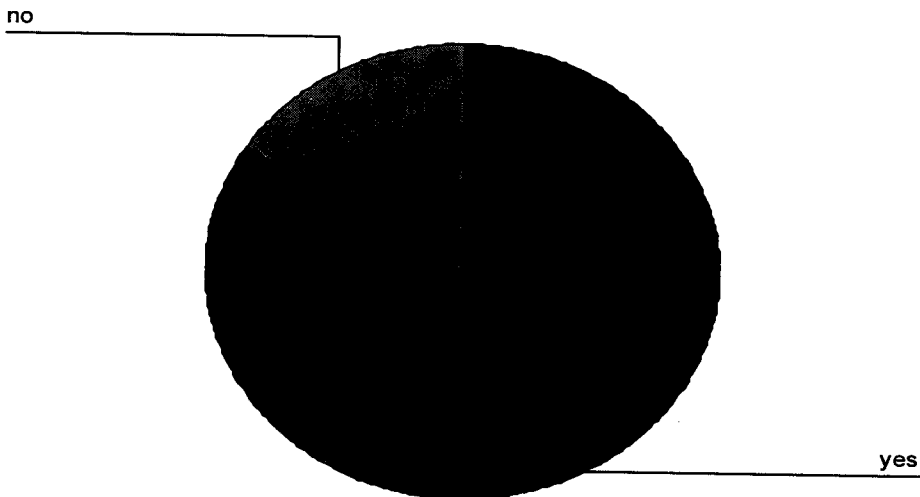
From the above table it is clear that 88% of the employees believe that they are given importance to their opinions and ideas whereas 12% believe they are not given the chance.

**TABLE 6: OPPORTUNITY TO EXPRESS SKILLS AND CAPABILITIES**

Opportunity to express skills and capabilities	Frequency	Percent
yes	42	84.0
no	8	16.0
Total	50	100.0

**CHART-6**

oppurtunity to express skills and capabilities

**INFERENCE:**

From the above table it is clear that 84% of the employees believe that they are given the opportunity to express their skills and capabilities and the remaining 16% of the employees feel that they are not given the chance.

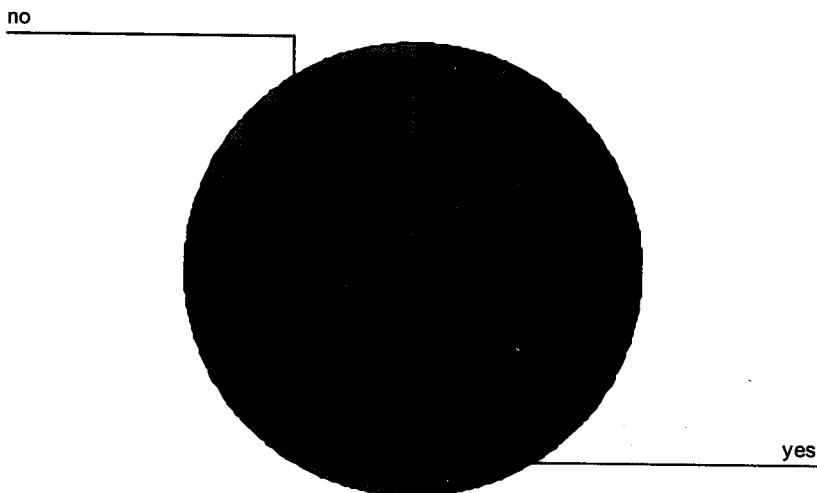


**TABLE 7: QUALIFICATION AND EXPERIENCE MATCH WITH JOB**

Qualification and experience match with job	Frequency	Percent
yes	41	82.0
no	9	18.0
Total	50	100.0

**CHART-7**

qualification and experience match with job

**INFERENCE:**

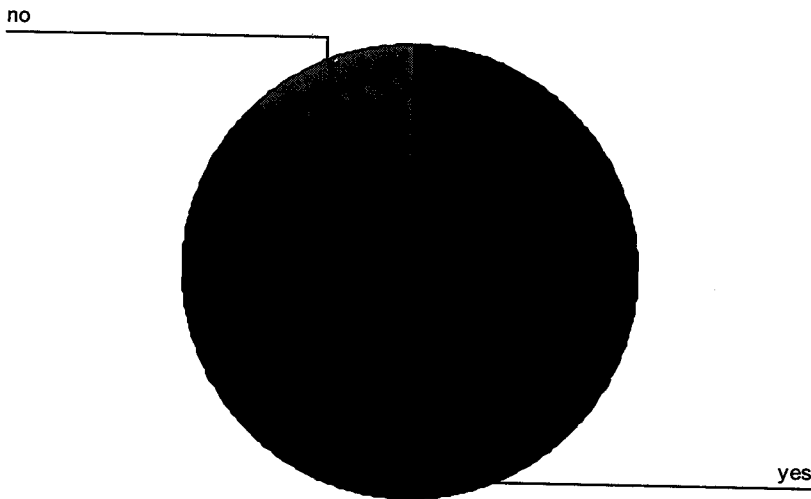
From the above table it is clear that 82% of the employees believe that their qualification and experience match with the job while the rest 18% do not believe.

**TABLE 8: SECURE IN JOB**

Secure in job	Frequency	Percent
yes	44	88.0
no	6	12.0
Total	50	100.0

**CHART-8**

secure in job

**INFERENCE**

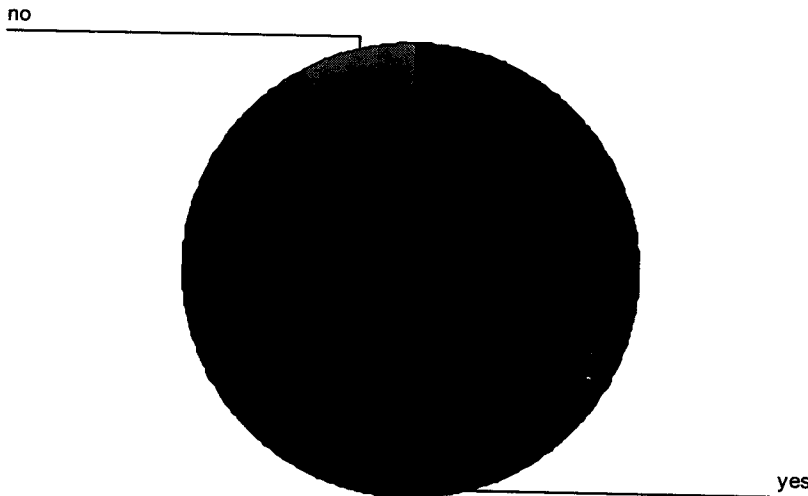
From the above table it is clear that 88% of the employees feel that they are secure in the job and the rest 12% of the employees feel that they are not secure.

**TABLE 9: COMPANY'S HELP TO DEVELOP YOUR SKILLS**

Company's help to develop your skills	Frequency	Percent
yes	46	92.0
no	4	8.0
Total	50	100.0

**CHART-9**

company's help to develop your skills

**INFERENCE:**

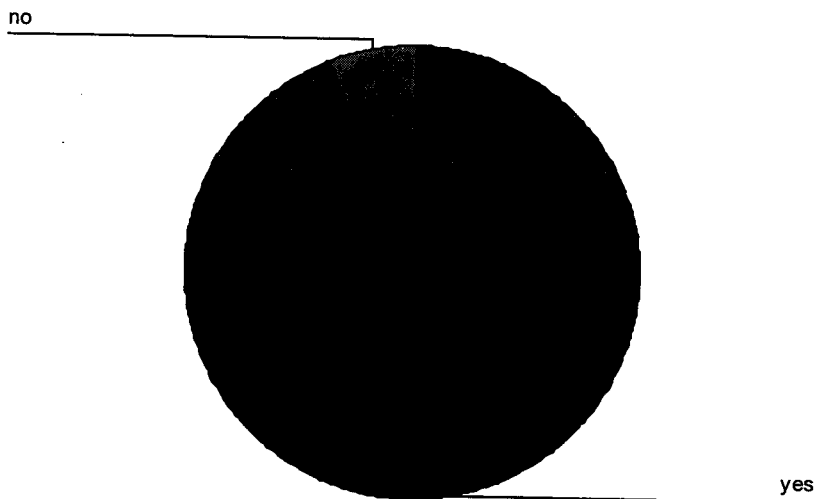
From the above table it is clear that 92% of the employees feel that the company helps them to develop their skills while the remaining 8% of the employees feel that they are not given the help by the company.

**TABLE 10: AWARE OF JOB RESPONSIBILITIES**

Aware of job responsibilities	Frequency	Percent
yes	47	94.0
no	3	6.0
Total	50	100.0

**CHART-10**

aware of job responsibilities

**INFERENCE:**

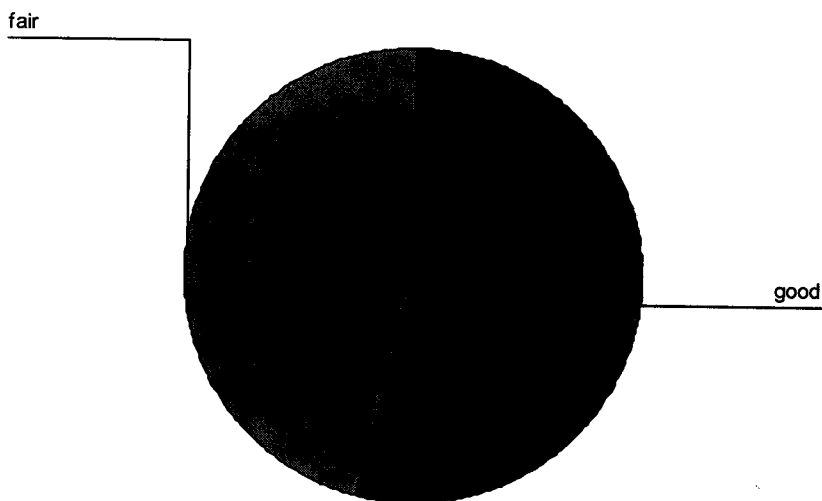
From the above table it is clear that 94% of the employees are aware of the job responsibilities while the remaining 6% of the employees are not aware of the job responsibilities.

**TABLE 11: OPINION ON PERFORMANCE APPRAISAL**

Opinion on performance appraisal	Frequency	Percent
good	27	54.0
fair	23	46.0
Total	50	100.0

**CHART-11**

opinion on performance appraisal

**INFERENCE**

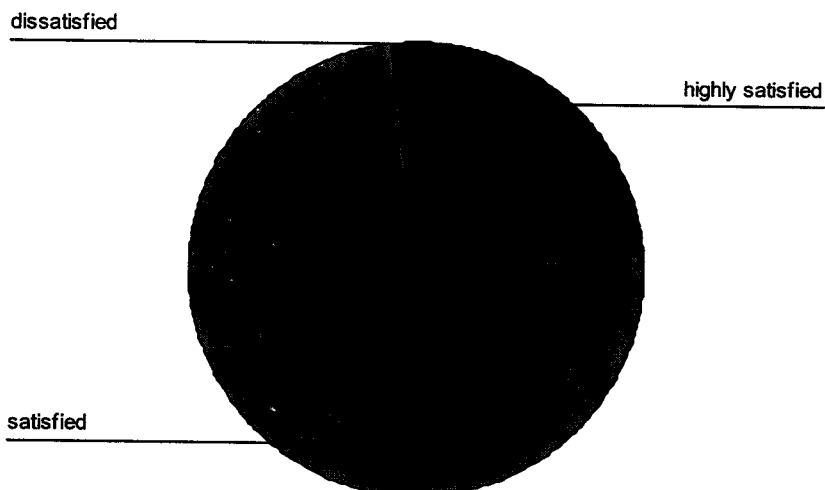
From the above table it is clear that 54% of the employees feel that performance appraisal is good and 46% of the employees feel that the performance appraisal is fair.

**TABLE 12: OPINION ON GRIEVANCE HANDLING PROCEDURE**

Opinion on grievance handling procedure	Frequency	Percent
highly satisfied	12	24.0
satisfied	37	74.0
dissatisfied	1	2.0
Total	50	100.0

**CHART-12**

opinion on grievance handling procedure

**INFERENCE:**

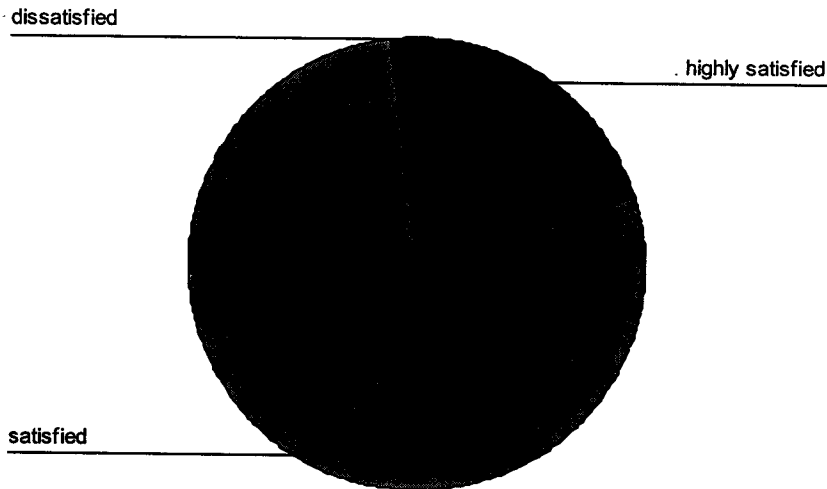
From the above table it is clear that 74% of the employees are satisfied with the grievance handling procedure, 24% of them are highly satisfied and 2% of the employees are dissatisfied.

**TABLE 13: OPINION ABOUT HR POLICIES AND PROCEDURE**

Opinion about hr policies and procedure	Frequency	Percent
highly satisfied	10	20.0
satisfied	39	78.0
dissatisfied	1	2.0
Total	50	100.0

**CHART-13**

opinion abt hr policies and procedure



**INFERENCE:**

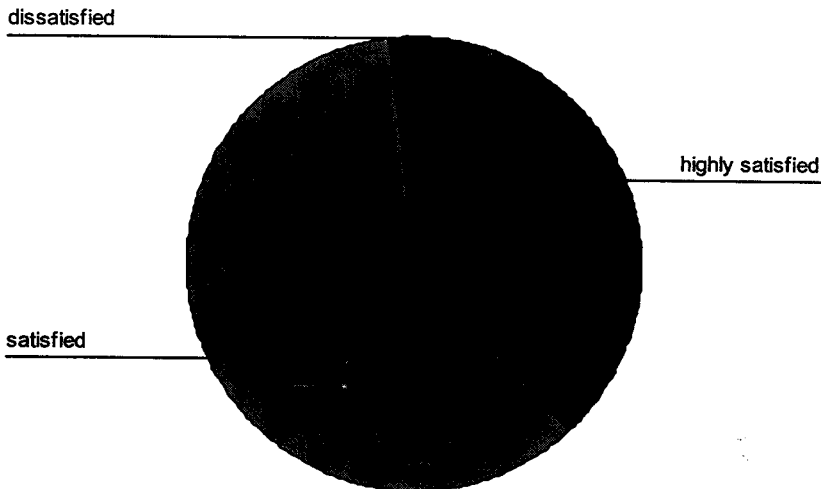
From the above table it is clear that 78% of the employees are satisfied with the hr policies and procedures, 20% are highly satisfied and 2% of them are dis-satisfied with the policies and procedures.

**TABLE14: RELATIONSHIP WITH SUPERIOR**

Relationship with superior	Frequency	Percent
highly satisfied	19	38.0
satisfied	30	60.0
dissatisfied	1	2.0
Total	50	100.0

**CHART-14**

relationship with superior

**INFERENCE:**

From the above table it is clear that 60% of the employees are satisfied with the relationship with the superior, 38% of them are highly satisfied, and 2% of them are dissatisfied

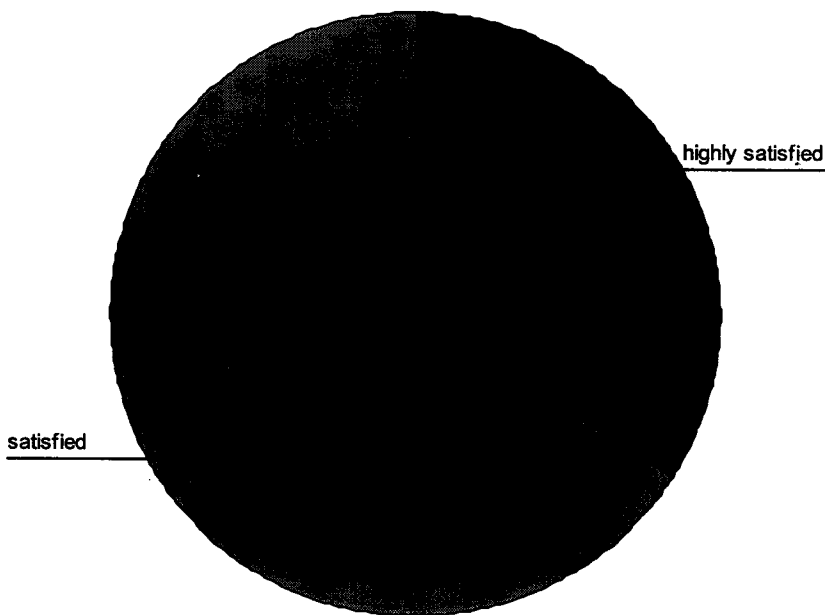


**TABLE 15: RELATIONSHIP WITH SUBORDINATES**

Relationship with subordinates	Frequency	Percent
highly satisfied	17	34.0
satisfied	33	66.0
Total	50	100.0

**CHART-15**

relationship with subordinates

**INFERENCE:**

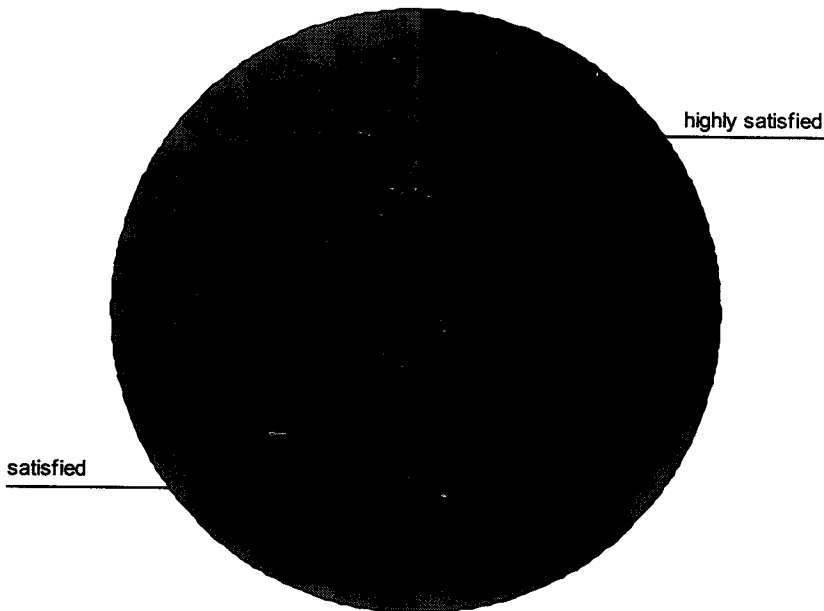
From the above table it is clear that 66% of the employees are satisfied with the relationship with the subordinates, and 34% of them are highly satisfied.

**TABLE 16: RELATIONSHIP WITH TEAMMATES**

Relationship with teammates	Frequency	Percent
highly satisfied	15	30.0
satisfied	35	70.0
Total	50	100.0

**CHART-16**

relationship with teammates

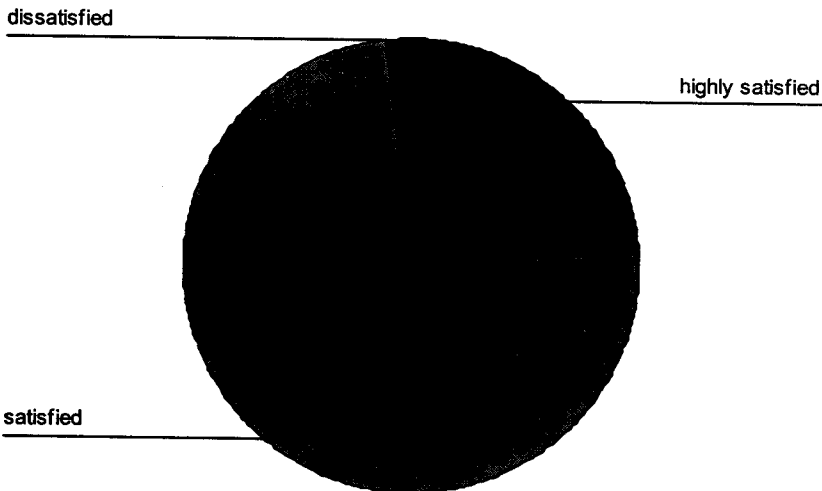
**INFERENCE:**

From the above table it is clear that 70% of the employees are satisfied with the relationship with teammates, and the remaining 30% of them are highly satisfied.

**TABLE 17: RELATIONSHIP WITH HUMAN RESOURCES**

Relationship with human resources	Frequency	Percent
highly satisfied	12	24.0
satisfied	37	74.0
dissatisfied	1	2.0
Total	50	100.0

relationship with human resources

**INFERENCE:**

From the above table it is clear that 74% of the employees are satisfied with the relationship with human resources, 24% of them are highly satisfied, and 2% of them are dissatisfied.

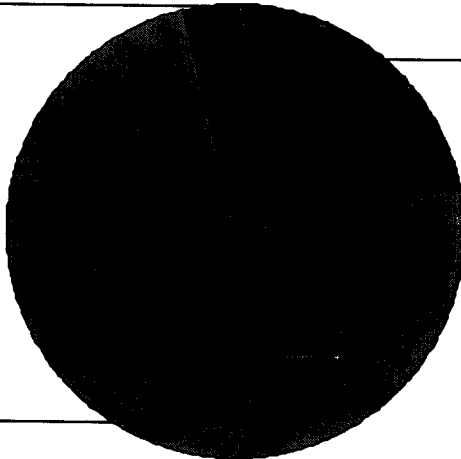
**TABLE 18: RELATIONSHIP WITH OTHER DEPARTMENT COLLEGUES**

Relationship with other department colleagues	Frequency	Percent
highly satisfied	11	22.0
satisfied	37	74.0
dissatisfied	2	4.0
Total	50	100.0

relationship with other department colleagues

dissatisfied

highly satisfied



satisfied

#### **INFERENCE:**

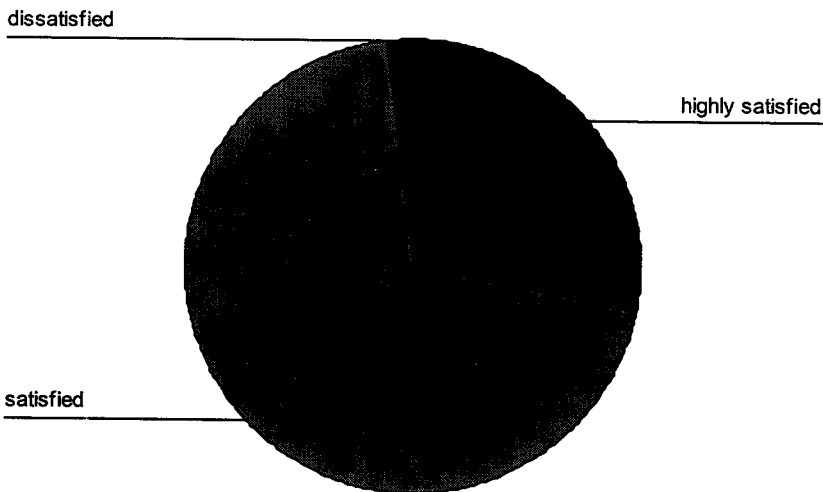
From the above table it is clear that 74% of the employees are satisfied with the relationship with other department colleagues, 22% of them are highly satisfied, and 4% of them are dis-satisfied.

**TABLE 19: OPINION ABOUT TRANSPORTATION**

Opinion about transportation	Frequency	Percent
highly satisfied	14	28.0
satisfied	35	70.0
dissatisfied	1	2.0
Total	50	100.0

**CHART-19**

opinion about transportation

**INFERENCE:**

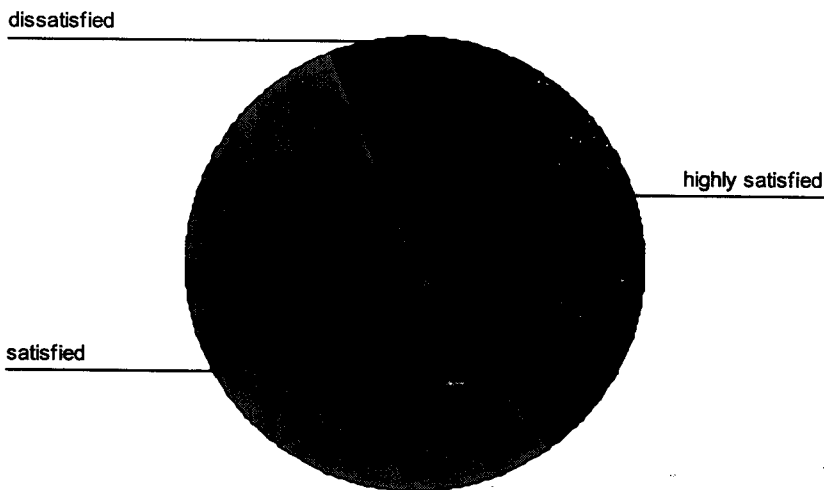
From the above table it is clear that 70% of the employees are satisfied with the transportation facilities, 28% of them are highly satisfied, and the remaining 2% are dissatisfied.

**TABLE 20: OPINION ON FACILITIES**

Opinion on facilities	Frequency	Percent
highly satisfied	20	40.0
satisfied	27	54.0
dissatisfied	3	6.0
Total	50	100.0

**CHART-20**

opinion on facilities like water, restroom, canteen, etc.



**INFERENCE:**

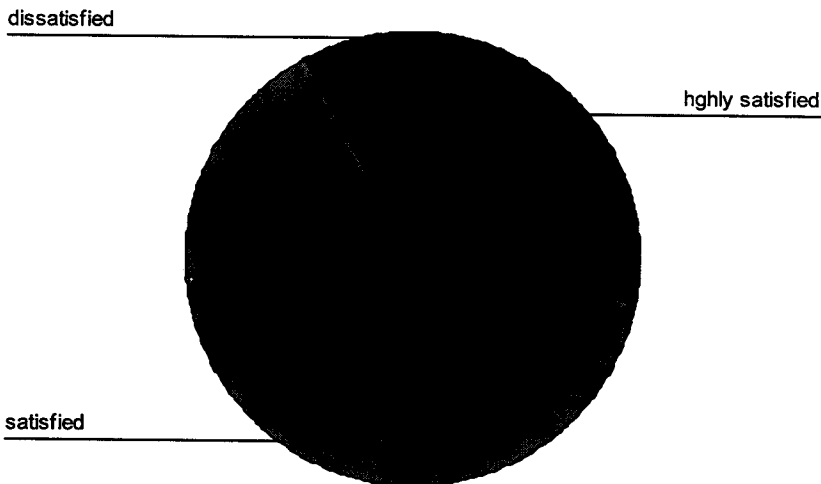
From the above table it is clear that 54% of the employees are satisfied with the facilities like water, restroom, canteen, etc..., 40% of them are highly satisfied, and the remaining 6% of them are dis-satisfied.

**TABLE 21: OPINION ABOUT DATA SECURITY**

Opinion about data security	Frequency	Percent
highly satisfied	14	28.0
satisfied	32	64.0
dissatisfied	4	8.0
Total	50	100.0

**CHART-21**

opinion about data security

**INFERENCE:**

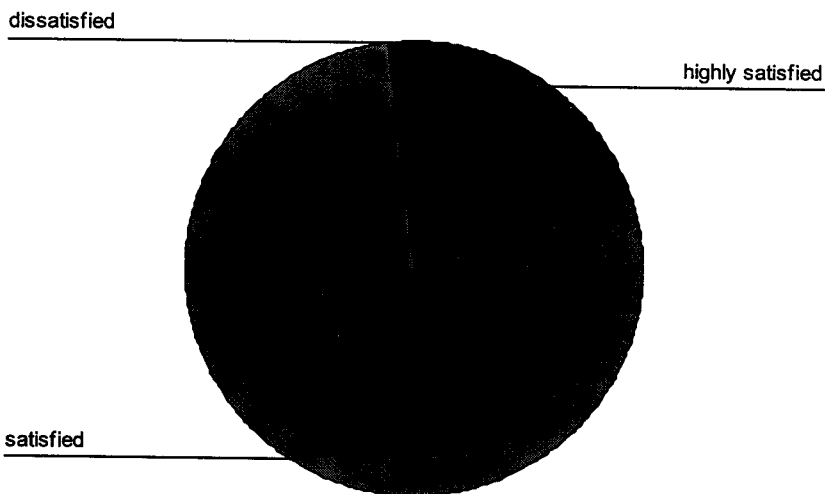
From the above table it is clear that 64% of the employees are satisfied with the data security, 28% of them are highly satisfied, and 8% of them are dis-satisfied.

**TABLE 22: OPINION ABOUT EQUIPMENTS AND RESOURCES**

Opinion about equipments and resources	Frequency	Percent
highly satisfied	10	20.0
satisfied	39	78.0
dissatisfied	1	2.0
Total	50	100.0

**CHART-22**

opinion about equipments and resources

**INFERENCE:**

From the above table it is clear that 70% of the employees are satisfied with the equipments and resources, 28% of them are highly satisfied, and 2% of them are dis-satisfied.

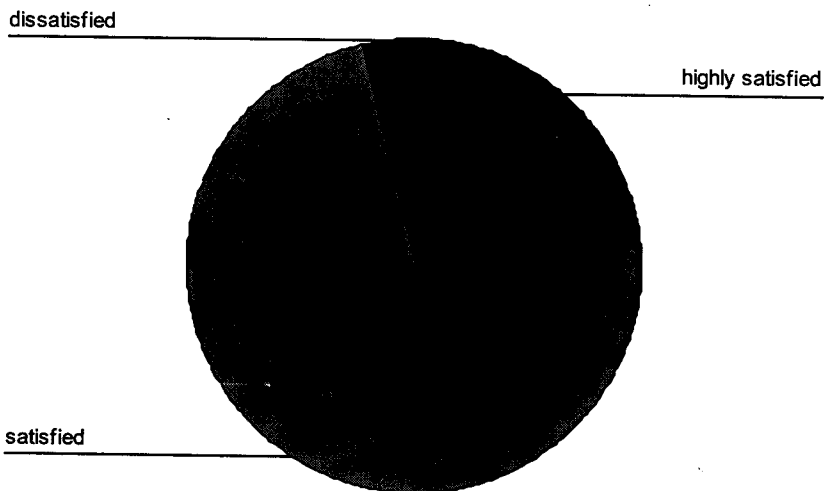


**TABLE 23: OPINION ABOUT REWARD FOR PERFORMANCE**

Opinion about reward for performance	Frequency	Percent
highly satisfied	11	22.0
satisfied	37	74.0
dissatisfied	2	4.0
Total	50	100.0

**CHART-23**

opinion about reward for performance

**INFERENCE:**

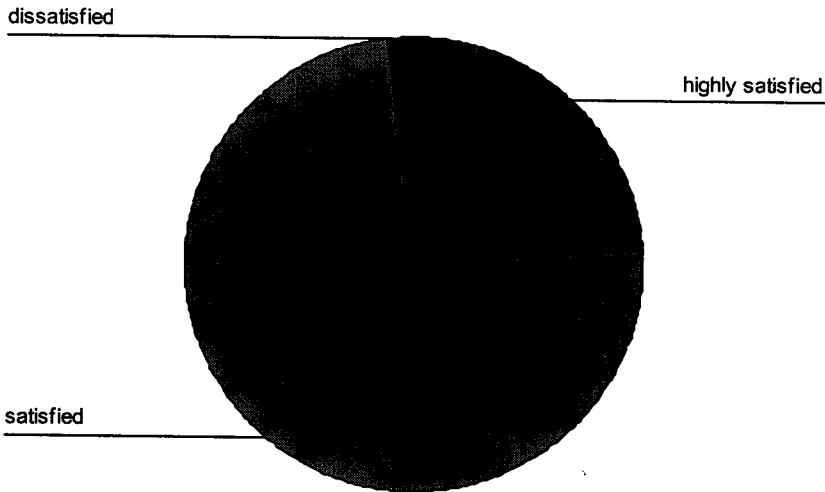
From the above table it is clear that 74% of the employees are satisfied with the reward for performance, 22% of them are highly satisfied, and 4% of them are dis-satisfied.

**TABLE 24: OPINION ABOUT WORKING CONDITIONS**

Opinion about working conditions	Frequency	Percent
highly satisfied	12	24.0
satisfied	37	74.0
dissatisfied	1	2.0
Total	50	100.0

**CHART-24**

opinion about working conditions



**INFERENCE:**

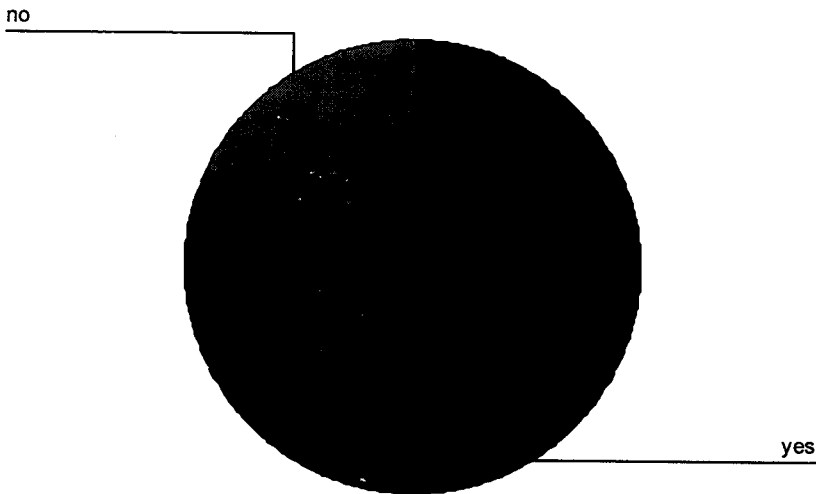
From the above table it is clear that 74% of the employees are satisfied with the working conditions, 24% of them are highly satisfied, and 2% of them are dis-satisfied

**TABLE 25: OPINION ABOUT SALARY GIVEN**

Opinion about salary given	Frequency	Percent
yes	41	82.0
no	9	18.0
Total	50	100.0

**CHART-25**

opinion about the salary given

**INFERENCE:**

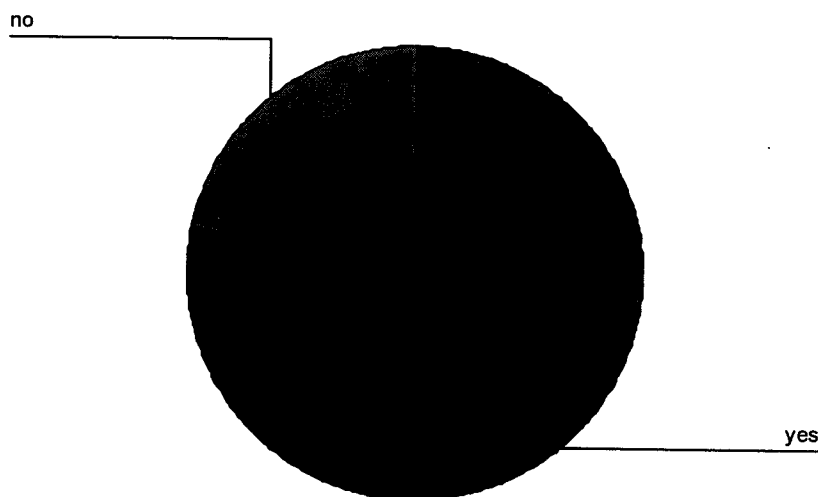
From the above table it is clear that 82% of the employees are happy with the salary given for their job, and 18% of them are unhappy with the salary given for their job.

**TABLE 26: GIVEN CHANCE TO IMPROVE ON THE JOB**

Given chance to improve on the job	Frequency	Percent
yes	39	78.0
no	11	22.0
Total	50	100.0

**CHART-26**

given chance to improve on the job

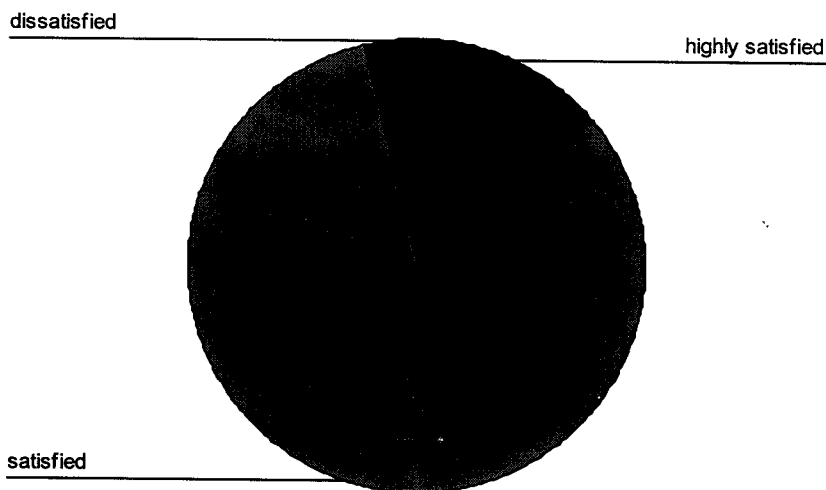
**INFERENCE:**

From the above table it is clear that 78% of the employees feel that they are given chance to improve on the job while the remaining 22% of the employees feel that they are not given the chance to improve on the job.

**TABLE 27: SATISFIED WITH CAREER GROWTH PLANS**

Satisfied with career growth plans	Frequency	Percent
highly satisfied	7	14.0
satisfied	41	82.0
dissatisfied	2	4.0
Total	50	100.0

satisfied with career growth plans

**INFERENCE:**

From the above table it is clear that 82% of the employees are satisfied with the career growth plans, 14% of them are highly satisfied, and the remaining 4% of the employees are dissatisfied with the career growth plans.

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***CHAPTER 5***

***CONCLUSIONS AND RECOMMENDATIONS***

## **CHAPTER-5**

### **FINDINGS AND SUGGESTIONS**

#### **FINDINGS:**

- 1) From the analysis it is noted that 48% of the employees are in the age group 25-34, 32% of them are below 25, 10% of them are in the age group of 35-44 and above 45 respectively.
- 2) From the analysis it is noted that 72% of the employees are males and only 38% of the employees are females.
- 3) From the analysis it is noted that 66% of the employees are single and the remaining 34% of them are married.
- 4) From the analysis it is noted that 96% of the employees in the company are satisfied with the working hours and only about 4% of them are unhappy with the working hours.
- 5) From the analysis it is noted that 88% of the employees believe that they are given importance for their opinions and ideas whereas 12% believe they are not given the chance.
- 6) From the analysis it is noted that 84% of the employees believe that they are given the opportunity to express their skills and capabilities and 16% of them feel that they are not given the chance.
- 7) From the analysis it is noted that 82% of the employees feel that their qualification and experience match with the job while the rest 18% of them do not feel so.

- 8) From the analysis it is noted that 88% of the employees feel that they are secure in the job and the remaining 12% of them feel that they are not secure.
- 9) From the analysis it is noted that 92% of the employees feel that the company helps them to develop their skills and the remaining 8% of them feel that they are not helped by the company.
- 10) From the analysis it is noted that 94% of the employees are aware of the job responsibilities and the remaining 6% of them are not aware of the job responsibilities.
- 11) From the analysis it is noted that 54% of the employees feel that performance appraisal is good and 46% of them feel that the performance appraisal is fair.
- 12) From the analysis it is noted that 74% of the employees are satisfied with the grievance handling procedure, 24% of them are highly satisfied and 2% of them are dissatisfied.
- 13) From the analysis it is noted that 78% of the employees are satisfied with the hr policies and procedures, 20% are highly satisfied and 2% of them are dissatisfied.
- 14) From the analysis it is noted that 60% of the employees are satisfied with the relationship with the superior, 38% of them are highly satisfied and 2% of them are dissatisfied.
- 15) From the analysis it is noted that 66% of the employees are satisfied with the relationship with the subordinates, and 34% of them are highly satisfied.
- 16) From the analysis it is noted that 70% of the employees are satisfied with the relationship with the teammates, and 30% of them are highly satisfied.



- 17) From the analysis it is noted that 74% of the employees are satisfied with the relationship with human resources, 24% of them are highly satisfied and 2% of them are dissatisfied.
- 18) From the analysis it is noted that 74% of the employees are satisfied with the relationship with other department colleagues, 22% of them are highly satisfied, and 4% of them are dissatisfied.
- 19) From the analysis it is noted that 70% of the employees are satisfied with the transportation facilities, 28% of them are highly satisfied and the remaining 2% are dissatisfied.
- 20) From the analysis it is noted that 54% of the employees are satisfied with the facilities like water, restroom, canteen, etc..., 40% of them are highly satisfied, and the remaining 6% of them are dissatisfied.
- 21) From the analysis it is noted that 64% of the employees are satisfied with the data security, 28% of them are highly satisfied, and 8% of them are dissatisfied.
- 22) From the analysis it is noted that 70% of the employees are satisfied with the equipments and resources, 28% of them are highly satisfied, and 2% of them are dissatisfied.
- 23) From the analysis it is noted that 74% of the employees are satisfied with the reward for performance, 22% of them are highly satisfied, and 4% of them are dissatisfied.
- 24) From the analysis it is noted that 74% of the employees are satisfied with the working conditions, 24% of them are highly satisfied, and 2% of them are dissatisfied.

- 25) From the analysis it is noted that 82% of the employees are happy with the salary given for their job, and the remaining 18% of them are unhappy with the salary given for their job.
- 26) From the analysis it is noted that 78% of the employees feel that they are given chance to improve on the job, and the remaining 22% of them feel that they are not given the chance to improve on the job.
- 27) From the analysis it is noted that 82% of the employees are satisfied with the career growth plans, 14% of them are highly satisfied, and the remaining 4% of them are dissatisfied with the career growth plans.

#### **CONSIDERED RECOMMENDATIONS:**

- The management must see to that the employees are given sufficient time to achieve their target.
- The management can provide salary increment for the employees based on their qualification and experience in the field.
- The management shall provide adequate space to the employees for facilitating storage of files and documents and also adequate computers and printers for quick completion of the work.
- The management shall arrange for social gathering of the employees along with their families on certain occasions.

## **CONCLUSION:**

From the analysis it is noted that the level of job satisfaction among the employees in Pricol Group of Companies, Coimbatore is very high, all the employees are very happy with their present job and the working environment. The employees of Pricol value their company name, the reputation of the company and the brand image that the the company has created for it. The employees are proud to be a part in the Pricol family and to take part in the growth of the company.

Overall the employees are very much satisfied with the working hours, the ambience and also the atmosphere prevailing in the work place. From the analysis it is clear that each and every individual is given the freedom to work, express their views and ideas and develop their skills and capabilities. The employees are given challenging jobs which is liked by all of them, by which they feel that they are given the chance to prove themselves. The relationship between the employees and his subordinates, superiors, teammates, human resource and other department colleagues is found to be highly satisfied. It is also noted that the employees are satisfied with the facilities like transportation, data security, equipments, resources, water, canteen, first aid, etc... provided in the company.

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### **WEBSITES:**

[WWW.PRICOLPROPERTY.COM](http://WWW.PRICOLPROPERTY.COM)

[WWW.PRICOL.COM](http://WWW.PRICOL.COM)

[WWW.EBS.CO.COM](http://WWW.EBS.CO.COM)



## QUESTIONNAIRE

1) Age:

Below 25  25-34  35-44  Above 45

2) Gender

Male  Female

3) Marital status

Single  Married

4) Are you satisfied with the present working hours?

Yes  No

5) Do you feel that your opinions and ideas are given the right importance?

Yes  No

6) Are you given the right opportunity to express your capabilities/skills?

Yes  No

7) Does your job match with your qualification and experience?

Yes  No

8) Do you feel secure in your job?

Yes  No

9) Do you feel that your job/company helps you to develop your skills and abilities?

Yes  No

10) Are you aware of the job responsibilities?

Yes  No

11) What is your opinion on the performance appraisal followed in your company?

Good  fair  not fair

12) What is your opinion about the grievance handling procedure in your company?

Highly satisfied  Satisfied  Dissatisfied  Highly Dissatisfied

13)What do you feel about the HR policies and procedures followed in the company?

Highly satisfied     Satisfied     Dissatisfied     Highly Dissatisfied

14)What do you value about the company?

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15)What do you dislike about the company?

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16)Are you satisfied with the Relationship With?

	Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied
Superior				
Subordinates				
Teammates				
HR				
Other dept colleagues				

17)Give your opinion on the following on the following facilities provided in

Your company:

	Highly satisfied	Satisfied	Dissatisfied	Highly Dissatisfied
Transportation				
Water, restroom , canteen				
Medical				
Data security				
Equipment and resources				
Reward for performance				
Working conditions				

18)Are you happy with the salary given for your job?

Yes

No

If No explain your requirement

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19)Do you feel that you are given the chance to improve on the job?

Yes

No

20)Are you satisfied with the career growth plans provided in your company?

Highly satisfied

Satisfied

Dissatisfied

Highly Dissatisfied

21)What do you like the most about your job?

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22)What do you dislike about your job?

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23)Your suggestions/Recommendations to help create a better work place?

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