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**A STUDY ON THE ATTITUDES OF THE EMPLOYEES OF  
ROOTS INDUSTRIES LIMITED, COIMBATORE.**

By

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A PROJECT REPORT  
Submitted to the

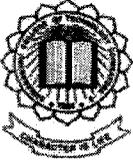
**FACULTY OF MANAGEMENT STUDIES**

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

Of

**MASTER OF BUSINESS ADMINISTRATION**

June, 2007



**KCT Business School**  
**Department of management studies**  
**Kumaraguru College of Technology**  
**Coimbatore – 641006**

**BONAFIDE CERTIFICATE**

Certified that this project report titled “A STUDY ON THE ATTITUDES OF THE EMPLOYEES OF ROOTS INDUSTRIES LIMITED, COIMBATORE” is the bonafide work of D.KIRITIGA (Reg no:71205631029) who carried this 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.

  
**Project Guide**

  
**Director**

Evaluated and Viva Voce conducted on 02.07.07

  
**INTERNAL EXAMINER**

  
**EXTERNAL EXAMINER**



SL. No. : 2074

Date : 22.06.07

**PROJECT / INPLANT TRAINING / INTERNSHIP CERTIFICATE**

This is to certify that Mr./ Ms. D. KIRITIGA

MBA II year student of KCT BUSINESS

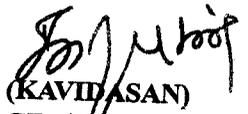
SCHOOL has done / undergone / a Project / Inplant training / Internship on

"A STUDY ON THE ATTITUDES OF THE EMPLOYEES

in our ROOTS INDUSTRIES LIMITED during

the period from JAN'07 to JUNE'07

During this period his/ her conduct was GOOD.

  
(KAVIDASAN)

GENERAL MANAGER - CORPORATE HRD.

## DECLARATION

I, hereby declare that this project report entitled "A STUDY ON THE ATTITUDES OF THE EMPLOYEES OF ROOTS INDUSTRIES LIMITED, COIMBATORE" as has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements 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 COL PROF N. JOTHILINGAM during the academic year 2006 – 2007.

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

Date: 1.6.07

Place: Coimbatore

  
D.KIRITIGA.

## **ACKNOWLEDGEMENT**

I thank sincerely **Dr. Joseph. V. Thanikal**, Principal, Kumaraguru College of Technology for providing this opportunity to carry out this project.

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## EXECUTIVE SUMMARY

### “ATTITUDE IS A LITTLE THING THAT MAKES A BIG DIFFERENCE”

Whenever you are in conflict with someone there is one factor that can make the difference between damaging your relationship and deepening it. That factor is “attitude”.-Timothy Bntley.

Attitude is an emotion that all people experience. Attitude is positive, negative or neutral views of a person, behavior or event. Attitude of an individual plays an important role because positive attitude affects body vibrations in a positive manner and negative attitude affects body in a negative manner. Attitudes come from judgments. Example “is this something my friend thinks I should do”. In psychology, attitude is a mental position with regard to a fact or state. Attitude tends to reflect objects and events to react to them with some consistency. They are not directly measurable or observable but rather inferred from the responses a person makes.

The project titled “Attitude measurement of individual in Roots industries Ltd.” has been carried out to determine the attitude of an employee. It helps the organization to know about an individual’s attitude in a social gathering, organizing level, body language, motivation level, present ability etc. Knowing the attitude of an individual helps the organization to improve its work culture and identify the individual’s potential and it also helps the individual to know his attitude.

In this project the attitude of the individual has been in general classified into four factors namely sanguine who are hopeful, melancholy who are dejected, choleric who are highly confident & pragmatic who are practical people. The project has been done for a period of four months by preparing questioner based on various factors like body language, motivation level, energy level, present ability, sense of humor and interaction level. A sample of 45 was taken for analysis.

Individual attitude based on the four factors has been segregated and the primary and secondary attitude has been assessed out using statistical tools like factor analysis, correlation analysis & chi- square. Based on the analysis, suggestions and findings were given to the company. A comparison on sex and attitude and qualification and attitude, had been done which inferred no significant difference.

“Our attitude towards life determines altitude towards us”

**CHAPTER 1**  
**INTRODUCTION**

# 1. INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

Attitude is more important than the past, the education, the money, than circumstances, than failure, than success, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company....a church...a home. The remarkable thing is that we have a choice everyday regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. Life is ten percent what happens to us and ninety percent of how we react to it. We are in charge of our " attitude"

Attitude is an emotion that all people get when they have other emotions. Attitudes are positive, negative or neutral. People can also be ambivalent towards a target meaning that they simultaneously possess positive, neutral and negative bias towards the attitude in question. Attitudes develop on the abc model (affects behavioral change and cognition). The link between attitude and behavior exists. But human behavior is to be correctly understood. An example is of a person who may not donate blood in an emergency. This makes sense if the person does not like the sight of blood, which explains this irrationality. This is to be understood from physiological point of view

Attitudes are also implicit and explicit. "Implicit" attitudes are unconscious but have effects. "Explicit" attitudes seem to affect people's behavior though in different ways. They tend to be strongly associated with each other.

Most people constantly evaluate various aspects of their environment. This process is often behavioral in its forecast Example: "I like eating fast food" is an attitude formed as a result of this on going evaluation process.

## ATTITUDE

“Attitude” is defined as evaluation of entities including behavior that result in perception of favor or disfavor. . Attitude influence behavior in unison with two other factors

- a) perception of social norms example” this is something my friends think I should do”
- b) Belief about one’s personal ability to perform a specific behavior.
- c) One common problem encountered in studying attitude is that attitude may either influence behavior or be influenced by behavior.

Measurement of attitudes can also be problematic. An attitude typically involves multiple evaluations Example: An individual’s attitude towards drinking may involve evaluation of social benefits, benefits of getting drunk, risks and other problems. One strategy for measuring the attitude is to sum the evaluation favorable or not for the belief contributing to the overall attitude. Thus attitude can be measured with questionnaire items that can be read as a single source of assessment. Investigation depends heavily on behavioral indicators of attitude; attitude research is employed by social psychologists, advertising professionals, politicians and scientists among others. Public opinion researchers often attempt to distinguish attitude from related concepts such as values opinion and knowledge.

### ATTITUDE FORMATION:

Unlike personality, attitudes are expected to change as a function of experience. Attitude formation is divided into three areas: how attitudes are learned, the source of influence on attitude formation and the impact of personality on attitude formation.

### ATTITUDE CHANGE:

It is important to recognize that much of what has been said about attitude formation is also basically true of attitude change. That is attitude changes are learned; they are influenced by personal experience and other sources of information, and

personality affects both the receptivity and the speed with which they are likely to be altered.

Thus attitudes can be changed through persuasion.

In general attitude of a person is determined by their capacity to interact , their expressiveness, dependability , stress handling capacity , attentiveness, ego level , body language etc.

## **1.2 OBJECTIVE OF THE STUDY:**

- **PRIMARY OBJECTIVE:**

To determine the attitude of the individuals in Roots Industries Limited.

- **SECONDARY OBJECTIVE:**

- To find out the attitude of individuals based on four factors namely sanguine, melancholy, choleric and pragmatic.
- To study the influence of age, education, gender on individual attitudes.
- To offer suggestions to the organization based on the findings of the study.

### **1.3 SCOPE OF THE STUDY:**

The study is based on bringing out the individual attitude in the organization. Attitudes are positive, negative or neutral views of person, behavior or event. Attitude of an individual plays an important role in determining the organization climate. Attitudes come from judgments. The study will provide the views and thoughts of the individual. The inference drawn in the study will make the person in charge to take accurate steps in the area where there is a loop hole.

As such the study will be of great help for the organization, thereby bringing an excellence in their action.

## **1.4 METHODOLOGY:**

- **TYPE OF STUDY:**

The type of study is descriptive in nature. Descriptive research is concerned with describing the characteristics of a nature of group. Hence the aim of the present study is to obtain accurate information on the attitudes of individuals at Roots industries Ltd.

- **SAMPLING DESIGN:**

There are two methods of selecting samples from population: nonrandom or judgment sampling and random or non judgmental sampling. The method used here is random sampling method.

- **METHOD OF DATA COLLECTION:**

The data collected for the research is through questioner. Relevant materials were surfed through the net and added to the project.

- **TOOLS OF ANALYSIS:**

The data were put in spss then they were analyzed using factor analysis, correlation analysis, and chi-square and T- test.

## 1.5 LIMITATIONS

- The fear of the awareness being exposed to their superior might have acted as a mental block for the respondents to open up though confidentiality was assured.
- The finding of the study is confined to each and every individual. So it cannot be generalized.
- Interviews and discussions could have been conducted with the individuals after the questioners were filled up.
- The attitude of an individual cannot be laid out as an established fact since the individuals attitude might get changed in various circumstances.

Whenever you are in conflict with someone there is one factor that can make the difference between damaging your relationship and deepening it. That factor is "attitude".-Timothy<sup>7</sup> ley.

Attitude is an emotion that all people get when they have other emotions. Attitude is positive, negative or neutral views of person, behavior or event. Attitude of an individual plays an important role because positive attitude affects body vibration in a positive manner and negative attitude affects body in a negative manner. Attitudes come from judgments. Example "is this something my friend thinks I should do". In physiology attitude is a mental position with regard to fact or state. Attitude tends to reflect objects

### 1.5 LIMITATIONS

and events to react to them with some consistency. They are not directly measurable,

- The fear of the awareness being exposed to their superior might have acted as an observable but rather inferred from the objections educative response a person makes. mental block for the respondents to open up though confidentiality was assured.

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- The finding of the study is confined to each and every individual. So it cannot be generalized.

know about an individual's attitude in a social gathering, organizing level, body language, motivation level, present ability etc. Knowing the attitude of an individual

- Interviews and discussions could have been conducted with the individuals after the questioners were filled up. and it also helps the individual to know thy attitude.

- The attitude of an individual cannot be laid out as an established fact since the In this project the attitude of the individual has been in general classified into four individuals attitude might get changed in various circumsentences.

factors namely sanguine who are hopeful, melancholy who are dejected, choleric who are highly confident & pragmatic who are practical people. The project has been done for a period of four months by preparing questioner based on various factors like body language, motivation level, energy level, present ability, sense of humor, interaction level. A sample of 45 was taken for analysis.

## CHAPTER 2

# ORGANISATION PROFILE

## **2. ORGANIZATION PROFILE**

### **2.1 HISTORY OF THE ORGANIZATION**

Roots Industries Limited head quartered at Coimbatore in South India is the pioneer in Manufacturing Radiator Coolant recovery system in India and were also the first to introduce the servo brakes for light motor vehicles. The Company, Promoted by Mr.K.Ramaswamy, a Master's degree holder in Automobile Engineering from Lincoln Technical Institute, USA, diversified to manufacture high frequency wind Horns (developed indigenously), and later started the promotion of various pneumatic horns.

With its new vibrating horns taking the market by storm, the company currently holds the no.1 position in the market. From 3600 horns in 1978-1979, the sales figures have touched 1.5 million horns in 1996-1997. This shows the recognition of the company as the pace setter in the Automobile Industry and its segments. The Company today is the leading supplier to O.E Manufacturers such as Hindustan Motors, Premier Automobiles, TELCO, Bajaj, Mahindra & Mahindra, LML, Maruthi, Suzuki, Pal Peugeot, UNO, Sipian, Rover and Hero Honda.

The Company has shown a tremendous growth in the export sector too, as the turnover has increased from Indian Rupees 4 million to 35 million in a span of years due its quality and Performance coupled with cost efficiency. The firm has been participating in Automechanika since 1992 and Auto Expo 1993 at Delhi in order to expand their export division.

On the joint venture moves, the Company has tied up with the British Company to produce Inflatable Jacks. The Company has also acquired the European Homologation approvals for its Horns for EC/ECE Countries to enter in their market. Roots has entered into a technical collaboration with Robert Bosch S.A. This move will help them to increase their production capacity to 3 million horns per annum. M/S J. Osawa & Co, Japan, one of the largest industrial groups of that country, has chosen Roots for their tie-up arrangement to manufacture their J-Horns for Japanese market.

Since 1985, a member of Roots Group Aruna Auto Castings manufactures various non-ferrous Casting products and caters to Textile Machinery Manufacturers, Auto Component Manufacturers and also regularly exports to Italy and USA.

The Company has state-of-the-art manufacturing facilities, one at Coimbatore and two near the city. The facilities include the latest CAD/CAM/EDP/Quality Assurance Centers. The R&D department is headed by Mr.K.Ramaswamy, the Managing Director himself. This is the 1<sup>st</sup> Company in India that has received the ISO 9001 Certificate under writer's laboratories Inc, USA for electric horn design and manufacturing. Currently the Co has gone for diversification to manufacture floor cleaning machines in collaboration with Hako Works GMBH & Co of Germany. The products are exported to various countries like Japan, Germany, Sweden, and Australia.

### **About the Founder**

The founder of Roots Group of Companies' founder Mr. Ramaswamy, born in an agricultural family. From his young age, he was keenly interested in repairing automobiles. This led to his getting the Master's Degree in Automobile Engineering from Lincoln Technical Institute, USA in 1969 and developing a unique **Radiator Coolant Recovery System**, which is today standard equipment in almost all vehicles manufactured by the advanced countries.

In 1970, Mr. Ramaswamy promoted M/s. American Auto Service, which was taken in 1992 by Roots Industries Limited, a Company promoted by Mr. Ramaswamy. This Company entered into technical collaboration with Robert Bosch, the world leaders in auto electricals to manufacture all the range of Bosch Horns. Mr. Ramaswamy had a very inquisitive and innovative temperament. This led to his having many firsts in his distinguished career.

**Servo brakes** were designed for the first time in India by Mr. Ramaswamy. He designed first high frequency Wind Tone type horn, which is smaller and lighter than conventional horns. Besides many other firsts, Mr. Ramaswamy introduced electronically controlled Musical Horns for the first time in the World.

The thirst for innovation and drive to move forward, led to the establishment of a die casting unit to meet the captive requirement of ROOTS. In 1987, Mr. Ramaswamy set up a full-fledged modern tool room equipped with the latest machines for the manufacture of precision tools and dies. He promoted Roots Multiclean Ltd., a joint venture in Techno commercial collaboration with M/s. Hako Wreke GMBH, Germany to manufacture world class Industrial Floor Care and Floor Cleaning Equipment. RMCL is successfully spreading the concept of Mechanized Cleaning in India and also exports its products to various countries like Australia, Britain, Germany, Japan, Singapore etc.

## **QUALITY POLICY**

They are Committed to provide World-Class products and services with due concern for the environment and safety of the society.

This will be achieved through total employee involvement, technology up gradation, cost reduction and continual improvement in

1. Quality of the products and services.
2. Quality Management Systems.
3. Compliance to AMS requirements.

Quality will reflect in everything they do:

1. Quality in behaviour
2. Quality in Governance
3. Quality in Human Relations

## **ENVIRONMENTAL POLICY**

With due concern towards maintaining and improving the quality of life, Roots is controlling pollution and promoting conservation of natural resources. This will be achieved through continual improvement in environmental awareness of all employees in associate legal compliance and objective towards environmental protection.

## **GROWTH OF THE COMPANY**

Quality accomplishes and so does innovations, and this happened in the case of establishment also. At each stage of their innovation, they complimented themselves and kept going on and on. They went in search of even more new thoughts and ideas and as a result, today we see the Roots family as a tree with firm and deep roots.

## **COMPANY PROFILE**

Roots group of Companies is well known all over the world. They specialize in manufacturing horns and major innovative industrial products. The Roots Industries have mainly two branches, which is in Ganapathy and other in Thoppampatti. Apart from this the Roots family is a large concern with many divisions as follows:

- Roots Industries Limited
- Roots Auto Products Pvt Limited
- Roots Cast Pvt Limited
- Roots Precision Products
- Roots Polycraft
- Roots Digital Engineering Services Private Limited
- Roots Brake Systems Private Limited

Roots have strong people oriented work culture that can be seen and felt across all its member concerns They have a sense of belonging and they revel in an environment of openness and trust

## **2.2MANAGEMENT:**

The management of Roots is composed of ,

### **BOARD OF DIRECTORS**

Mr. K.Ramaswamy (Chairman)

Mr. M.S.Ram

Mr. Rudiger Schroder

Mr. K J M Shetty

Mr. T Dulip singh

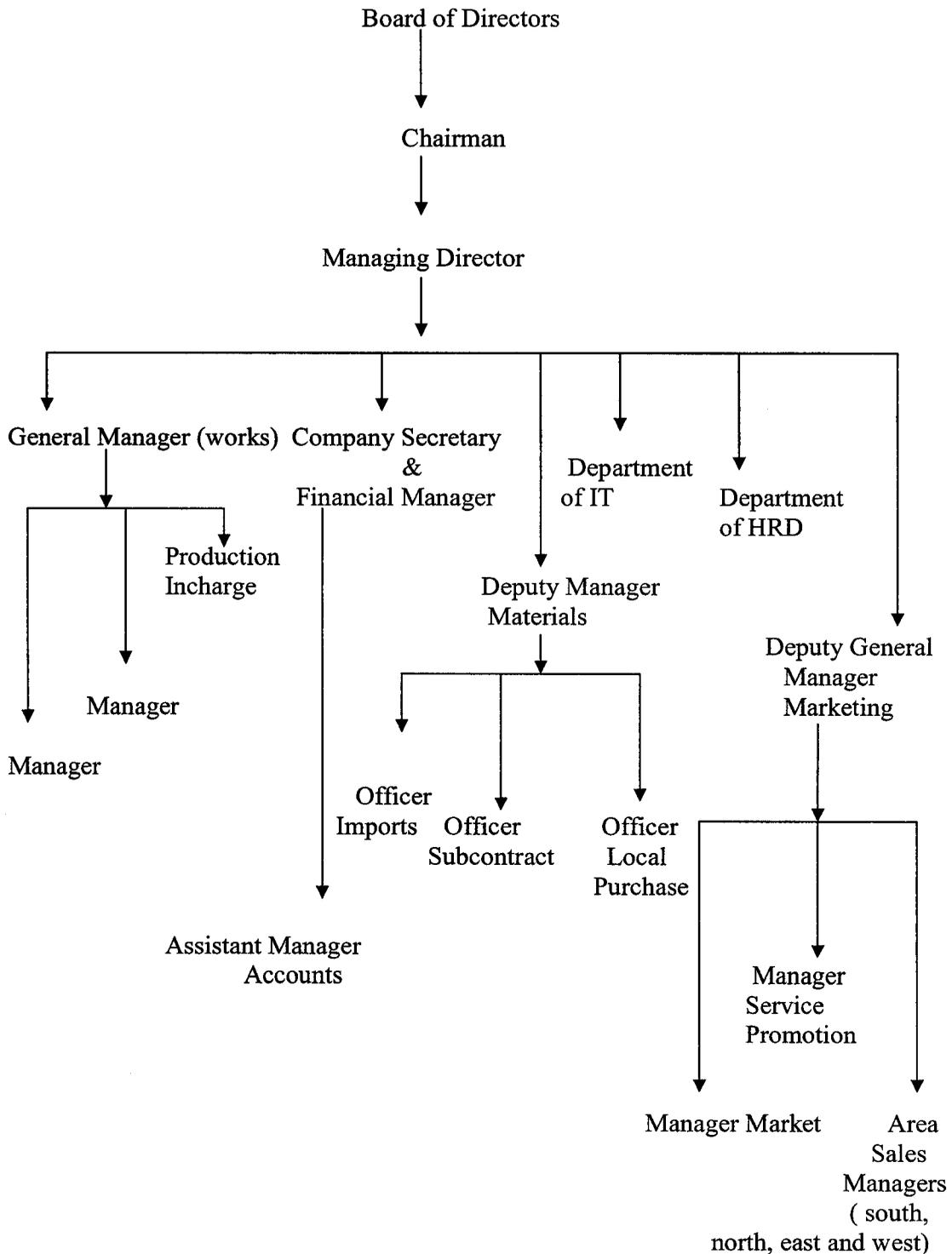
Mr. S T Velu

Mr. V. Mahadevan

Mr.N.Rangachary

Mr. R. Varun Karthikeyan

## 2.3 ORGANIZATION STRUCTURE



## **ROOTS GROUP OF COMPANIES-PRODUCT PROFILE AND MARKET POTENTIAL:**

### **ROOTS CAST Pvt LIMITED**

The Roots Cast Pvt Ltd., (RCPL) was started in the year 1985 as a captive foundry. (Aluminium and Zinc pressure die cast component requirement formally known as Aruna Auto Casting Pvt Ltd., (AAC)). With its ever probing eye in the needs of the market, the company in the late 80's expanded its operations to manufacturing of High Pressure Die cast Aluminium and Zinc components to the needs of various customers in Automobile and Textile Industries with a high degree of quality and perfection.

Roots Cast Private Ltd., has now established itself as a major player on the Die cast component manufacturing, thanks to the expertise built in the core activities like tool design, tool making and pressure die cast component manufacturing. Roots casting private Limited supplies machined castings and sub-assemblies as per customer requisitions. It has expanded its production capacity by adding a fully automated machine with Auto ladle, Extractor and Sprayer.

In order to achieve the highest degree of customer satisfaction in quality and productivity combined with cost competitiveness, it is using a state-of-art, fully automatic strike Furnace and LPG as the fuel. It produces 920 tons per annum. It has also specialized services like ERC with CAD/CAM and other test facilities, in-house tool room and good quality system concepts. With customer service as the goal and commitment to quality as the means, it is marching forward with a dedicated team of professionals.

In the beginning, the plant capacity was 75 tons; Its extensive manufacture network is managed at 2 separate locations.

- Unit I at Ganapathy-CBE
- Unit II at Arugampalayam-CBE

An ISO 9001 Certificated Company, RCPL manufactures leak proof aluminum and zinc pressure castings catering to wide range of industries like auto, textiles, etc.

- ❖ Home Appliances
- ❖ Medical
- ❖ Auto electrical parts
- ❖ Engine parts1
- ❖ Engine parts 2
- ❖ Handle bar leaves
- ❖ Textile parts 1
- ❖ Textile parts 2.

#### **Products of Roots Casting Private Ltd:**

- ❑ Pump Body and Pump Cover
- ❑ Heat-Sink for Alternator
- ❑ Ring Holder For Ring Frame
- ❑ Fixing Bracket For Car-Starter
- ❑ Steam and Dry Iron Sole Plates for Electric Iron
- ❑ Clamp Shell for Surgical interconnect System
- ❑ Pivot Housing for Wiper motor

#### **ROOTS INDUSTRIES LIMITED**

A Market leader in electronic horns, it has further diversified into products like high quality halogen lamps and reliable parking sensor, which make driving safer (xcitte parklite) another example of safety through quality.

- Roots 70
- Roots 80 deluxe
- Vibrosonic
- Spider
- Wind tone Trio
- S2
- H3
- H1
- H4

## **ROOTS AUTO PRODUCTS PRIVATE LIMITED**

Commercial Transportation plays a crucial role in the economic development of nations. Roots Air Horns ensures safe and smooth passage of thousands of heavy vehicles on the move.

Roots Auto Product Private Limited (RAPPL), the largest supplier of Air Horns in India caters to the needs of several OEMs: Ashok Leyland, Caterpillar India and JCB Escorts. Roots Air Horns also find a place of pride in passenger vehicles, Trucks, Earth Moving Equipment, etc.

Roots Air Horns are exported to countries in North America, Europe, Middle East, Africa and SAARC region. It's exporting countries having 25 numbers.

## **ROOTS MULTICLEAN LIMITED**

Roots Multiclean Ltd., pioneered the concept of mechanized cleaning in India in joint venture with M/s Hako Werke GMBH, Germany in the year 1992. Being the designers manufacturers, exporters, & importers of a varied maintenance equipment in India. The Company's range of products confirms to international standards as the company is highly conscious of delivering quality to its customers. The company produces a number of world class products having wide acceptance in developed Countries of the west in Japan & Australia.

RMCL Products range from simple manual scrubbers to heavy duty drive-on suction vacuum-care equipment, walk behind lawn movers and tractors, spray extractors for upholstery and glass cleaning system making RMCL a “one stop shop for anything cleaning solution”

**RMCL also represents:**

M/s Soteco, Italy	- Wet & Dry Vacuums
M/s Deifin, Italy	- Heavy Duty Industrial
M/s Hayter, UK	- Range of Lawn Movers
M/s BEMA, Germany	- Versatile Sweeping Systems

The strategy of RMCL is to bring about a revolution in cleaning & house-keeping in India “**Concern for the environment arises from purity of thought**” – this is the secret behind RMCL success.

**Motto – “Operation India Clean”**

Pioneered the concept of mechanized industrial cleaning in India. The first manufacturer of industrial cleaning equipment in India to be awarded the ISO 9002 Certificate, RMCL offers total mechanized cleaning solution for a varied range of application with a wide range of modern cleaning equipment.

- Flipper
- EZE clean
- RE 43
- Wizzard
- Vegetable cutter
- RH 35

**Models**

- 24 N
- 24 T
- 34 N
- 34 P

- 44 T
- 44 P

## **ROOTS METROLOGY LABORATORY**

Roots state-of-the-art Metrology Laboratory is a comprehensive calibration center in South India that offers electrical, mechanical, pressure and vacuum calibration-all under one roof.

The Laboratory is equipped with advanced facilities traceable to international standards and trained personnel who are experts in dimensional measurements.

The laboratory offers on-site calibration facility and serves the industry to calibrate:

- pressure switches
- pressure gauges
- temperature gauges
- RTDs
- temperature scanners
- electronic transmitters
- pressure reducing valves, etc.

The expertise of the laboratory has attracted many renowned Public Private sector undertakings.

## **ROOTS PRECISION PRODUCTS**

### **Introduction**

This section of Roots introduces the manufacture of tools. The tools are mainly made of steel. The tools are manufactured here and exported to various countries.

- Initial Process
- Milling Machine
- Surface Grinding
- Lathe

**The process steps are as follows:**

- Phasing
- Cutting
- Grooving
- Outer turning
- Inner turning (top and bottom inner turning)

**Roots Precision products has the facility to conduct tool trail on:**

- Mechanical Press upto 250 tonnes
- Hydraulic Press upto 60 tonnes
- Pressure Die casting machine upto 250 tonnes
- Plastic Injection moulding machine upto 130 tonnes
- Ultrasonic welding (with horns supplied by customers) upto 25 mm square capacity

Each unit is run through stringent inspection and calibration at the full-fledged metrology laboratory, adhering to ISO 9002 standards.

The CNC and the EDM are used for manufacturing the 3D precision tools.

**Computer Numerical Control (CNC) machining**

This process is economical for high precision products and it can manufacture the product within 2 hours which can take 2 weeks when done manually. The whole system is controlled by software (as WITON) and the machine code produced by its controls the operation. Initially the profile is obtained from CAD drawing in DWG format. The design of the tool is created during the design process, which is a separate process. Later it is converted to DXF master format using CAM software. The input given to the software includes X, Y, Z parameters of the components in NCI format.

## **ROOTS POLYCRAFT**

Roots Polycraft (PC) was established in 1988 to manufacture precision plastic components. It is equipped with latest microprocessor injection moulding machines to maintain consistent process parameters.

Over the years, Polycraft has gained skills and unique techniques to manufacture small and medium size components for automotives , pumps, textile and medical industries besides meeting the captive requirements of Roots Group. Being fully equipped to provide the best service, Polycraft has satisfied customers who have helped augment its technological advances.

Manufactures high precision plastic components. It has a good facility for Ultrasonic welding and assembly too. Since safety and quality are an integral aspect of the group, Polycraft is working towards ISO 9000 Certification.

- Tower holder
- Moulds
- Horn Trumpets
- Components
- Pole connectors.

### **Products:**

Roots Polycraft, backed by a full-fledged Tool room and Design Centre, which is equipped with sophisticated CAD/CAM/CAE software, enables quick preparation of insert drawings and design of complex moulds, according to customer specifications. It also assists its customers in the product design stage to optimize the mould construction, to reduce the cost and complexity of the mould.

### Some Basic Raw Materials

- ❑ ABS copolymer
- ❑ Polyamide
- ❑ Polycarbonate
- ❑ EVA
- ❑ PPO
- ❑ Polypropylene
- ❑ HIPS
- ❑ PBT
- ❑ PPS
- ❑ Polyacetal
- ❑ Polyethylene
- ❑ Polyurethane

### Facilities

- Microprocessor based Injection moulding Machine
- Ultrasonic Welding Machine

### **ROOTS DIGITAL ENGINEERING SERVICES Pvt LIMITED**

Was setup to provide CAD/CAM senses use of the latest and advanced software further. Endorser the vision of the group. This has reiterated the strength and the capability of Roots to become a leader in design, development ,prototyping and ensuring high quality of the products at the design stage it self.

- Tool development
- Solid Modeling

## **ROOTS BRAKE SYSTEM Pvt LIMITED**

Has been setup in a technical collaboration with M/s Chongqing Fanggykan Industries, china to manufacture innovative braking solutions for two wheels.

- Mechanical disc break assembly1
- Mechanical disc break assembly2

## **HORN ASSEMBLY**

The layout is of product flow type each line is given a different name for early identification like A, B, C etc. The assembly process for different horn is almost similar with some minor modifications in one or 2 stages. There are about twelve (12) different line H, J, K, L hydraulic likes G, K, J, T lines.

The Pneumatics screwdriver and pneumatic pressures for tightening and crimping operation. The lines that are automated with hydraulic press (E, F, I, J) are similar to that of lines A, B, C and D (with hydraulic presser). These include coil, locking, terminal point assembly, tightening/riveting crimping (prefinal) tuning etc.

The hydraulic presses consist of directional valves limit switches to adjust ram stroke means to measure oil pressure etc. Typical to a conversational hydraulic press. The hydraulic presses are fitted with different type of dies, fixtures etc., to accommodate for different designs.

### **Types of Horns**

There are different types of horns are manufactured in the Roots Ltd., Company. Here are some:

- Mega Sonic
- Vibrosonic
- Vibrosonic Deluxe
- Clear tone ultra
- FD4 Deluxe

- Smart tone
- FC4
- Wind stone Super Deluxe
- Vibromini
- Wind tone super classic
- Roots 90
- Wind tone super sealed

#### COMPETITIVE STRENGTH OF THE COMPANY

## 2.7 DEPARTMENTAL ACTIVITIES

### HUMAN RESOURCE DEPARTMENT

Human Resources Department is a management function that helps the company to recruit, select, train and develop staffs. HR Department is concerned with the people's dimensions in organization. The functions and principles of HRD are applied to develop, maintain and compensate the employees in organization.

#### HRD Practices in ROOTS Group

##### Focuses on

- Learning
- Knowledge
- Skill
- Positive attitude

##### Change

- Institutionalizing
- Proactive change

## **Performance**

Performance = Skill \* Motivation \* Opportunity

## **Approaches to HR**

- Accept & Appreciate
- Educate & Elevate
- Enrich the potential
- Balanced & Leadership
- MEND then SEND
- Accept noble failures Industrial – Responsible citizen

## **HR Objectives**

Customer Satisfaction

Concern for Society

## **Customer Satisfaction**

- Through employee satisfaction
- Development of skill and will
- Developing pro-customer approach
- People for future
- Future for people
- Development of staff
- Job enrichment
- Empowerment

## **Concern for society**

- Safety
- Health

## **HR Philosophy**

- Openness and Mutual trust
- Team Culture
- Customer first
- WIN WIN Strategy
- Empowerment

## **HR Practices**

### **PRO Customer approach**

- 'O' ppm Movement
- Supplier Development Programmes
- Empowerment

## **Features**

- Suggestion Scheme
- Quality Circle
- EMP
- Positive mental activity club
- Good Morning assembly (GMA)
- Monthly Motivational Talk (MMT)
- Thirukkural Mandram
- Motivation Service Award
- Attendance Award
- Performance reward scheme

- Roots Care Services Blood donation

## **RISE (Roots Institute for skill Exchange)**

**RISE** focuses on

- Exchange
- Growth

### **Philosophy**

- ❖ WIN-WIN
- ❖ Strength to Strength
- ❖ Share to Shine

### **Institutions Under RISE**

- Avinashilingam
- Women's Polytechnic
- PSG
- VLB
- KCT

### **RISE Monitoring & Evaluation**

- Panel Evaluation
- Steering Committee
- Sub Committee

### **Welfare Scheme**

- ✓ Calculative for employees children
- ✓ Marriage Loan
- ✓ Group Insurance Scheme
- ✓ Super animation scheme

Roots have a strong people-oriented work culture that can be seen and felt across all its member concerns. Whether work in-group or in isolation, their effort is well appreciated and achievement well rewarded. They have a sense of belonging and they

revel in an environment of openness and trust cross-function teams function as one seamless whole and foster the true spirit of teamwork.

Roots learning organization systematically trains its employees at all levels conducted in house. The training programmes equip them to meet new challenges head on employees are encouraged to voice their feelings, ideas & opinions. There is a successful suggestion scheme in operation and best suggestions are rewarded.

Lasting relationship will evolve only when people know that their work is valued and that they contribute meaningfully to the growth of the organization. At Roots, people across the group company through interaction at workshops and seminars get to know each other individually, share their common experiences and learn something about life.

### **Personal Culture**

The Management has been encouraging and promoting a very informal culture “Personal Touch” sense of belonging, enabling employees to become involved and contribute to the success of the company. The top management also conscientiously inculcates values in the people.

### **Work Environment**

Special and conscious efforts are directed towards house keeping of the highest order. Renovation and modernization of office premises and office support systems are carried out in an on going basis.

### **Training**

Roots believe in systematic training for employees at all levels. As a part of the organizational development efforts, training programs are being conducted in-house for employees at all levels I addition staffs are also sponsored for need bared training programs at leading management development institutes.

## **Total Quality Management**

Customer focus is not merely a busy word but it has become an important factor of everyday work and has got internationalized into the work environment. There is an equal emphasis on internal customer focus leading to greater team efforts and better cross-functional relationship.

## **Quality Circle Movement**

To ensure workers participate and teamwork on the shop- floor, RIL has a very effective quality circle movement in the organization. As on today RIL has there operating quality circles having 24 members and some of them have won awards at different conventions and competitions

Through interaction with workman in their sections a process of two-way communication has been initiated and valuable feedback has been received on worker feelings, perception, problems and attitudes. Simultaneously management has communicated the problems faced by them and the plans to overcome these problems.

## **Personnel Activities**

To see that discipline of coordinational industries relationship are maintained.

Incase of any disputed it is the duty of HR manager to see yeast the matter in settled amicably.

An HRD manager plays the role of liason officer between the management and the workers.

- Recruitment
- Induction training of placement
- Attendance and leave regulation

- Performance Appraisal

### **1. Selection Process**

- Paper advertisement
- Application Bank

### **2. Selection Criteria**

- ❖ Age
- ❖ Communication Skill
- ❖ Physical & Trainability skills
- ❖ Leadership Skill
- ❖ Social & Human Relation
- ❖ Technical Education
- ❖ Practical/Previous experience
- ❖ Social status

### **Methodology**

- Aptitude test
- Intelligence test
- Personal Interview
- Achievement Test
- Group Discussion
- Attitude Test

## **FINANCE DEPARTMENT**

Finance is the lifeblood of business. Finance is that business activities which is concerned with acquisition and conversion of capital funds in meeting the financial needs and overall objectives of business enterprises. The main function of this department is to provide finance to various departments. The finance department is controlled by the finance General Manager (Finance). There are 25 employees in finance department.

The turnover of the company in 2005 is Rs.6337 (in lacs). To run the organization the working capital needed is 8-9 crores. The export rate is about 15.20 % for calculating depreciation both straight line method and Written-down method is used for income-tax the depreciation is calculated using the Written-down method. In 1993 the advertising cost is 15%, now the advertisement cost is only 1%.

### **Software Used**

TATA EXE system (for accounts)

### **Bankers**

The bankers of Roots are Citi Bank, State Bank of India, Canara Bank, Punjab National Bank and HDFC Bank. ICICI Bank is providing salary to the employees.

### **PURCHASE DEPARTMENT**

Purchasing procedure varies with different business firms but all of them follow a general pattern in the purchase and receipts of materials and payment obligations. The purchase department takes care of all cash and credit purchases. The materials are purchased placing orders based on indent raised from the stores. A ledger is maintained in the regard. The purchase order is sent to the supplier.

The purchase orders shall contain a clear description of the products, drawing number, quality, rate, delivery, schedules, Terms payment, mode of dispatch and other relevant data.

The following steps are followed for purchasing of material:

1. The concerned department that is in need of a particular material will give a purchase requisition slips to the stores department.
2. The storekeeper of the material is available in stores they will cancel the purchase requisition and provide the material to the concerned department.

3. If it is not available in stores the storekeeper will forward the purchase requisition to the purchase manager in the purchase department.
4. In the purchase requisition slip the following things must be mentioned.

## **STORES DEPARTMENT**

In this department which places orders and receives raw materials on behalf of the manufactures the product are kept in stores department.

A storekeeper is appointed to look after the stores. His job is assigned to take care of the spares and to maintain the stores ledger.

The worker who is in need of spare parts may come and collect it at any time with the signature of the departmental heads. This book is known as Issue Order.

In the store they keep the account for what are all things stored in the stores. If any item comes into the store they will register it in the book called inward register. From this inward register they will make entry in the material inward receipt from this they pass it to the store ledger and they will equalize the goods issue and the accounts.

### **Functions of stores:**

- Identification of all material stores
- Receipt of incoming goods
- Inspection of all receipts
- Insurance Claims
- Storage Accounting
- Issues
- Materials Handling
- Packing and Dispatching
- Maintenance of stock records

- Stores Accounting
- Inventory Control
- Stock-Taking
- Disposal of scraps

## **QUALITY DEPARTMENT**

### **Quality Control**

The vision statement of Roots is “Vision of Roots is to become a model company providing value to our customers. It is imperative that we give more than what we take from our customers and the society. Our products must serve our customers beyond their expectations.”

### **Quality Policy**

One of the quality policies of the ROOTS stands as,

- Quality is respect for people
- Quality is constancy of purpose
- Quality is global entry
- Prosperity through Quality

The other Quality policy speaks as follows.

**“We are committed to provide world-class products and services with due concern for the environment and safety of the society”.** This will be achieved through:

- Continuous improvement
- Technology Upgradation
- Cost Reduction
- Total Employee Involvement

## **IT DEPARTMENT**

The organization uses the ERP (Enterprise Resource Planning) which all the different models are present and it's being customized. IT delicates in the concern.

There are different modules in the ERP. They include:

- PPC (Production Planning Control)
- Sales
- Purchase
- Manufacturing
- Inventory
- General Ledger
- Shop Floor Control
- Engineering Change Order
- Lot Tracking

➤ 65 clients are equipped with Pentium processors and other with 486 processors.

### **Servers**

- ✓ Database Server for the Accounts Department
- ✓ A Server for the Design Department
- ✓ A Server for Novel Netware
- ✓ Main Server

## **MARKETING DEPARTMENT**

Marketing is a human activity directed at satisfying needs and wants through an exchange process. The main aim of marketing is to make sales in order to earn reasonable profit. In Roots marketing is basically done for the cleaning products. General Manager Mr. Raja Gopal Heads this Department.

**Sales Promotion Activities**

- Participate in International Marketing Exhibitions
- Direct domes in Industries
- Advertising

**EXPORT DEPARTMENT**

The company has shown a tremendous growth in the export sector too, a the turnover has increased from 1 NR 4 million to 35 million in a span of 4 years due to its quality and performance coupled with cost efficiency. The firm has been participating in Auto Mechanika since 1992 and Auto Expo 1993 at New Delhi in order to expand there export division.

One of the joint moves, the company has tied up with British Company to produce inflatable jacks. The company has also acquired the European Homologation Approvals for its Horns for EC/ECE countries to enter in these markets. Roots have entered into a technical collaboration with Robert Bosch S.A. This move will help them increase their production capacity to 3 million horns per annum. M/s. J. Owawa & Co., Japan, one of the largest industrial groups in that country, has chosen Roots for their tie-up arrangement to manufacture their J-Horns for Japanese Market.

**Export Procedures**

- ❖ Receipt of order
- ❖ Order acknowledge/Proforma invoice
- ❖ Approach Bank for pre-shipment credit (such as packing credit)
- ❖ Obtain ECGC Cover
- ❖ Prepare Post-shipment document

- ❖ Post shipment credit
- ❖ Liason with C&F agent for sailing details
- ❖ Assist customer to clear consignment at their end
- ❖ Identify C&F agent for completing shipment facilities
- ❖ Advice customer for insurance
- ❖ Apply for proof of export
- ❖ Bank realization certificate
- ❖ Apply for DEFB license with DGFT or follow up with customs for DBK.

## CHAPTER 3

# MACRO MICRO ANALYSIS

### 3. MACRO MICRO ANALYSIS

Roots group of Companies is well known all over the world. They specialize in Manufacturing horns and major establishment stand as their customers. The Roots Industries have mainly two branches one of which is situated in Ganapathy and other in Thoppampatti. With due concern towards maintaining and improving the quality of life, Roots is pollution and conserving resources. This will be achieved through continual improvement in Environmental awareness of all employees and associate legal compliance and objective towards environmental protection.

With its new vibrating horns taking the market by storm the company currently holds the no.1 position in the market from 3600 horns in 1978-1979, the sales figure have touched 1.5 million horns in 1996-1997. This shows the recognition of the company as the pace setter in the Automobile Industry and its segments. The Company today is the leading supplier to O.E Manufacturers such as Hindustan Motors, Premier Automobiles, TELCO, Bajaj, Mahindra & Mahindra, LML, Maruthi, Suzuki, Pal Peugeot, UNO, Sipian, Rover and Hero Honda.

The Company has shown a tremendous growth in the export sector too, as the turnover has increased from Indian Rupees 4 million to 35 million in a span of years due its quality and Performance Coupled with cost efficiency. The firm has been participating in Automechanika since 1992 and Auto Expo 1993 at Delhi in order to expand their export division.

On the joint venture moves, the Company has tied up with the British Company to produce Inflatable Jacks. The Company has also acquired the European Homologation approvals for its Horns for EC/ECE Countries to enter in their market. Roots has entered into a technical collaboration with Robert Bosch S.A. This move will help them to increase their production capacity to 3 million horns per annum. M/S J. Osawa & Co, Japan one of the largest industrial groups of that country, has chosen Roots for their tie-up arrangement to manufacture their J-Horns for Japanese market.

Since 1985 a member of Company Aruna Auto Castings Manufactures various non-ferrous Casting products and Caters to Textile Machinery Manufactures, Auto Component Manufacture and also regularly exports to Italy and USA.

The Company has state-of-the-art manufacturing facilities one at Coimbatore and another two near the city. The facilities include the latest CAD/CAM/EDP/Quality Assurance Centers. The R&D department is headed by Mr.K.Ramaswamy, the Managing Director himself. This is the 1<sup>st</sup> Company in India that has received the ISO 9001 Certificate under writers laboratories inc, USA for electric horn design and manufacturing currently the Co has gone for diversification to manufacture floor cleaning machines in Collaboration with Hako Works GMBH & Co of Germany. The products are exported to various countries like Japan, Germany, Sweden, and Australia.

## MILESTONES

- 1970 Promotes American Auto Service for manufacture of Electric Horns.
- 1971 First to manufacture Servo Brakes for Light Motor Vehicles.
- 1984 Roots Auto Products Private Limited was established to manufacture Air Horns.  
Die Casting  
Unit commences commercial operations.
- 1988 Polycraft, a unit for Plastic Injection Moulding was established.
- 1990 Roots Industries Private Limited takes over Electric Horn business.
- 1992 RMCL enters into Techno-Financial collaboration with M/s. Hako Werke GMBH, Germany.
- 1992 Roots Industries Private Limited obtains the National Certification-ISI mark of quality.
- 1994 Production of Floor Cleaning Equipment commences.  
Roots Industries Private Limited obtains the National Certification-ISI mark of quality.
- 1999 Becomes the first horn manufacturer in Asia to obtain QS 9000.

- 2000 Becomes the first horn manufacturer in Asia to obtain VDA 6.1 and the first in the world to win ISO/TS 1649
- 2000 Floats Roots Digital Engineering Services Private Limited to offer CAD/CAM Services.
- 2000 First to introduce digitally controlled air horns and low frequency, low decibel irritation free Jumbo Air Horns.
- 2003 Roots Industries Ltd., Horn Division is accredited with ISO 14001:1996.
- 2003 Roots Industries Ltd., upgraded its ISO/TS 1649 from 1999 version to 2002 version.
- 2004 Roots Industries Limited (RIL) opens its 100% exclusive Export Oriented Unit at their Horn Division, Thoppampatti, Coimbatore to cater the needs of Ford, North America.
- 2004 RIL's EOU commences its supplies to Ford, North America.
- 2004 Roots Multiclean Limited (RMCL) inaugurates its 100% EOU Plant at Kovilpalayam, Coimbatore.
- 2004 Roots Cast Private Limited (RCPL) inaugurates its Unit II at Arugampalayam, Coimbatore.
- 2004 RIL Successfully launches its Malaysian Plant.
- 2004 The group company American Auto Service is accredited with ISO 9001:2000
- 2005 Roots Industries Ltd., is certified with MS 9000, a pre-requisite for Q1 award for Suppliers Focus on Systems and Processes.
- 2005 Roots Metrology & Testing Laboratory has been accredited by National Accreditation Board for Testing & Collaboration in the field of Mechanical-Linear and Angular.
- 2005 Roots Industries Ltd., is awarded Q1 by Ford Motor Company.
- 2005 Roots Industries Ltd., Horn Division upgraded its ISO 14001 from 1996 version to 2004 Version.

Roots is leading Original Equipment Supplier to major vehicle manufacturers like Daimler Chrysler, Mitsubishi, Mahindra & Mahindra, Toyota, Fiat, TELCO, TVS, Kinetic etc. The technical collaboration with Robert Bosch S.A of Spain starting from

1995 has strengthened the R&D activities and increased Roots technical competence to International Standards.

Roots Multiclean Ltd., (RMCL) is a joint venture with Hako Werke GMBH & Co, Germany is one of the largest cleaning machine manufactures with global operations. RMCL is the sole representative in India and SAARC Countries for Hako Werke's entire range of cleaning equipment.

The quality of RMCL products is so well established that Hako buys back a major portion for their global market. RMCL also represents several global manufacture of cleaning products and is gearing itself up to provide customized, total cleaning solution.

## CHAPTER 4

# ANALYSIS AND INTEPRETATION

## 4. DATA ANALYSIS AND INTEPRETATIONS

### FACTOR ANALYSIS- PRINCIPAL COMPONENT METHOD

For data reduction and identification of variables which will form the four factors namely Sanguine, Melancholy, Choleric and Pragmatic the Factor analysis technique has been used. Principal component method is applied in this analysis for extracting the factors from the correlation matrix.

#### Component Matrix

	FACTORS			
	Sanguine	Melancholy	Choleric	Pragmatic
VAR 01	.788	-.275	.269	.036
VAR 02	.704	.020	.047	.240
VAR 03	.569	-.128	-.335	.255
VAR 04	.643	-.455	-.120	.194
VAR 05	.141	.524	-.373	.326
VAR 06	.280	-.056	<b>-.384</b>	<b>.576</b>
VAR 07	-.001	-.202	.186	.164
VAR 08	-.078	.540	<b>.458</b>	.165
VAR 09	.592	.413	-.103	-.185
VAR 10	.465	-.045	-.086	.144

VAR 11	.143	-.246	.109	<b>.311</b>
VAR 12	.612	.309	-.223	-.219
VAR 13	.436	.183	-.245	-.212
VAR 14	.481	.393	-.376	-.111
VAR 15	.443	.143	<b>.558</b>	.075
VAR 16	.310	.604	-.021	-.227
VAR 17	.174	.699	.238	.178
VAR 18	.593	.447	-.363	.171
VAR 19	-.092	.674	.187	.182
VAR 20	.337	.176	.012	-.123
VAR 21	.003	.160	-.395	.134
VAR 22	-.026	.062	-.840	<b>.660</b>
VAR 23	.671	-.164	.156	.054
VAR 24	.657	.232	.215	<b>-.364</b>
VAR 25	.807	.046	<b>-.824</b>	-.048
VAR 26	.485	.723	.064	-.003
VAR 27	.661	-.003	-.036	.061
VAR 28	-.187	.000	<b>-.349</b>	-.187
VAR 29	.381	-.147	<b>.579</b>	-.121

VAR 30	.666	-.443	.077	-.003
VAR 31	-.098	-.119	-.494	<b>.588</b>
VAR 32	.322	-.423	.254	-.379
VAR 33	.580	-.280	-.261	.010
VAR 34	.507	.491	.940	.040
VAR 35	.659	-.070	-.248	-.011
VAR 36	.329	.215	.126	-.142
VAR 37	.679	-.304	.072	.079
VAR 38	.345	.276	.380	.303
VAR 39	-.146	.042	<b>.615</b>	<b>-.482</b>
VAR 40	.493	.195	.110	<b>-.493</b>
VAR 41	.225	.253	<b>.457</b>	<b>.830</b>
VAR 42	.194	-.145	.281	<b>-.663</b>
VAR 43	.207	<b>.879</b>	-.076	<b>.768</b>
VAR 44	.593	<b>.845</b>	.169	-.191
VAR 45	.677	-.193	.024	.035

**Factor I**

It is the combination of the measurements from the answers to the questions asked to the employees and it has been named Sanguine. A person of the Sanguine character keeps his goal in mind always, knows how to speak, knows how to overcome stress, maintains high energy level, has sense of humor, well developed body language, remembers all the events, a planner, punctual, organizer and attentive to the matters of his interest. He follows the principles of a role model, welcoming suggestions, liking to guide others, liking to be in the lime light, liking to lead others, liking the adventures and putting his heart and soul in all work he do.

**Factor II**

It is the combination of the measurements from answers to the questions asked to the employees and it has been named Melancholy. A person of the character Melancholy is with low energy level, ability to carry himself in a group, believing in recording events in a diary, with good body language, preferring mathematics, planner to record, punctual, keeping the things organized, spending penny by penny, sketching the activities before putting into the reality, having the habit of writing diary, spending free time himself, liking to solve puzzles and to work efficiently after some time.

**Factor III**

It is the combination of the measurements from the answers to the questions asked to the employees and it has been named Choleric. A person of the character Choleric has no sense of humor, bothering about independence, no habit of donating, getting tensed easily, not welcoming suggestions, not thinking thrice, an introvert, count the others for their problems, a party animal and a pessimist.

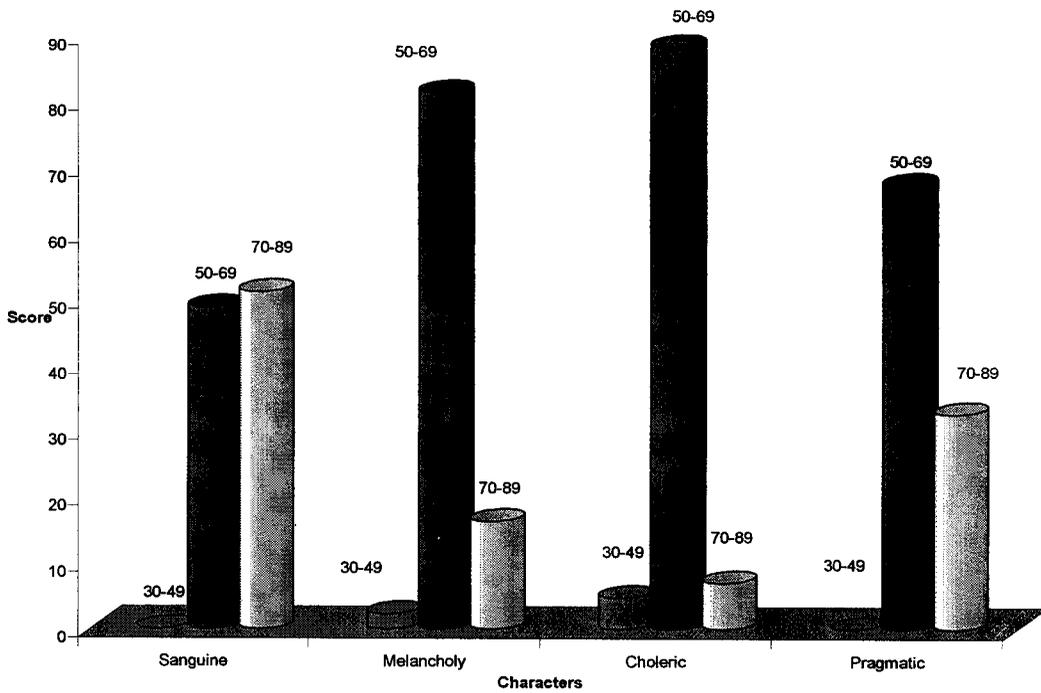
**Factor IV**

It is the combination of the measurements from answers to the questions asked to the employees and it has been named Pragmatic. A person of the character Pragmatic is not tensed easily, does not have a role model to follow, cool by nature, not a pessimist, not very serious by nature, not showing reaction on face, not ready to carry any problems.

Using psychometric tables, the answers are converted to scores and aggregated for finding the scores of Factors.

#### CHART 4.1

#### CHART SHOWING THE SCORES OF FACTORS



## DESCRIPTIVE OF THE FOUR CHARACTERS IN FEMALE AND MALE EMPLOYEES

**TABLE 4.1**

**TABLE SHOWING DESCRIPTIVE OF THE FOUR CHARACTERS IN FEMALE AND MALE EMPLOYEES.**

**Group Statistics**

	SEX	N	Mean	Std. Deviation
SANGUINE	FEMALE	10	67.9000	5.82046
	MALE	33	71.7879	8.43637
MELONCHOLY	FEMALE	10	64.9333	6.96517
	MALE	33	62.6061	7.49882
PRAGMETIC	FEMALE	10	58.0000	3.76160
	MALE	33	58.2251	7.13419
CHOLERIC	FEMALE	10	43.6667	5.92129
	MALE	33	46.8687	6.26051

**CHART4.2**

**CHART SHOWING THW CHARACTERS OF EMPLOYEES BASED ON THE GENDER**

**CHARACTERS OF THE EMPLOYEE BASED ON THE GENDER**

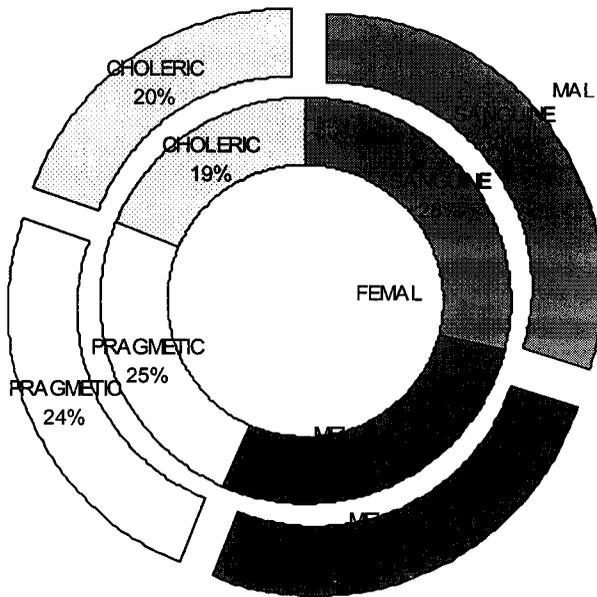


TABLE 4.2

**TABLE SHOWING INDEPENDENT SAMPLES 'Student-t' TEST FOR SEX WISE COMPARISON FOR FEMALE AND MALE**

	t-test for Equality of Means		
	t	df	Sig. (2-tailed)
SANGUINE	-1.357	41	.182
MELANCHOLY	.873	41	.388
PRAGMATIC	-.095	41	.925
CHOLERIC	-1.434	41	.159

### INTERPRETATION

From the above table it is clear that there is no significant change between the male and female in all the four characteristics at 5% level of significance. However, from the graph given, the character Sanguine shows higher value in both the sex.

**CHART 4.3**

**CHART SHOWING GENDER WISE DIFFERENCE**

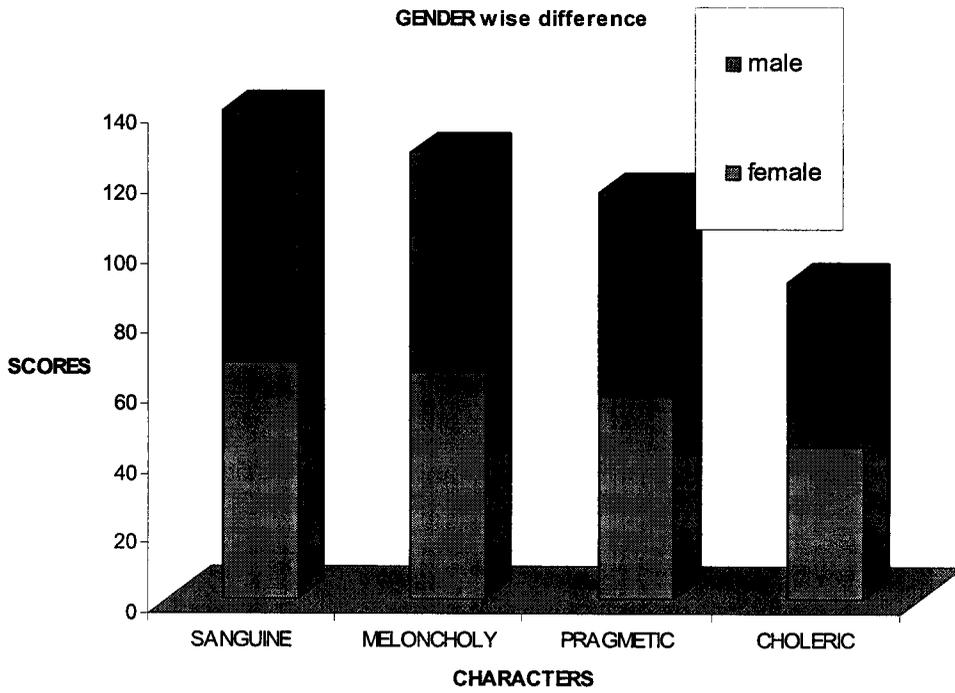
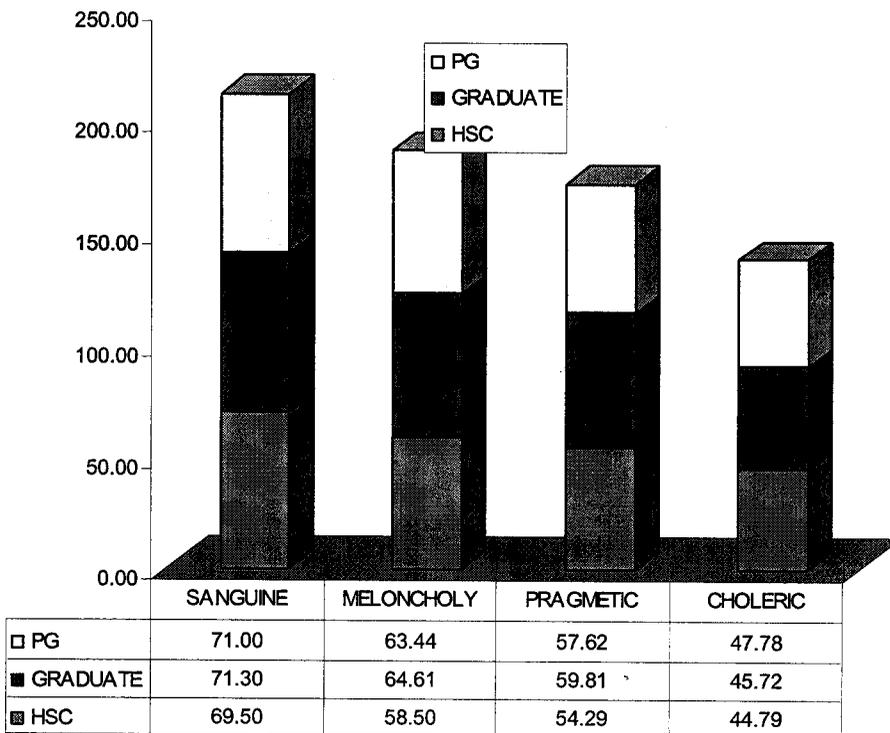


TABLE 4.3

TABLE SHOWING DESCRIPTIVE OF THE FOUR CHARACTERS IN THE ASPECT OF EDUCATION LEVELS OF THE EMPLOYEES

		N	Mean	Std. Deviation	Minimum	Maximum
SANGUINE	HSC	8	69.5000	9.65105	60.00	90.00
	GRADUATE	23	71.3043	8.29257	57.00	89.00
	PG	12	71.0000	6.83573	64.00	84.00
	Total	43	70.8837	8.01549	57.00	90.00
MELONCHOLY	HSC	8	58.5000	4.09025	54.00	64.67
	GRADUATE	23	64.6087	8.68277	38.00	82.00
	PG	12	63.4444	5.03590	54.00	72.67
	Total	43	63.1473	7.36404	38.00	82.00
PRAGMETIC	HSC	8	54.2857	7.48176	38.57	61.43
	GRADUATE	23	59.8137	5.70298	52.86	72.86
	PG	12	57.6190	6.48484	44.29	70.00
	Total	43	58.1728	6.46682	38.57	72.86
CHOLERIC	HSC	8	44.7917	5.59460	38.33	53.33
	GRADUATE	23	45.7246	6.83178	35.00	65.00
	PG	12	47.7778	5.65566	35.00	55.00
	Total	43	46.1240	6.26489	35.00	65.00

**CHART 4.4****CHART SHOWING THE ASPECT OF EDUCATIONAL LEVEL OF EMPLOYEES**

## CORRELATION ANALYSIS

Correlation is the analysis tool used to study the degree of relationship between the four characters and Hours of working and Age of the employees.

**TABLE 4.4**

**TABLE SHOWING RELATIONSHIP BETWEEN THE FOUR CHARACTERS  
HOURS OF WORKING AND AGE OF THE EMPLOYEES.**

		HOURS	AGE
SANGUINE	Pearson Correlation	.334*	.107
	Prob. (2-tailed)	.029	.496
MELANCHOLY	Pearson Correlation	.070	.083
	Prob. (2-tailed)	.656	.597
PRAGMATIC	Pearson Correlation	.207	.163
	Prob. (2-tailed)	.183	.295
CHOLERIC	Pearson Correlation	.284	.095
	Prob. (2-tailed)	.065	.545



P-1963

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

## INTERPRETATION

From the above table, it is known that the correlation coefficient between the character Sanguine and the number of hours worked by the employees is 0.334 and this is only the significant correlation.

However, there is no significant relation between age of the respondents and the four characters.

**SANGUINE \* SEX****TABLE 4.5****TABLE SHOWING THE RELATIONSHIP BETWEEN SANGUINE AND SEX.**

<b>Crosstab Count</b>				
		<b>SEX</b>		<b>Total</b>
		<b>FEMALE</b>	<b>MALE</b>	
<b>SANGG</b>	<b>50-69</b>	7	14	21
	<b>70-89</b>	3	19	22
<b>Total</b>		10	33	43

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>
<b>Pearson Chi-Square</b>	2.336(b)	1	.126
<b>Continuity Correction(a)</b>	1.362	1	.243

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**MELANCHOLY \* SEX****TABLE 4.6**

**TABLE SHOWING THE RELATIONSHIP BETWEEN MELONCHOLY AND SEX.**

		SEX		Total
		FEMALE	MALE	
MELONG	30-49		1	1
	50-69	7	28	35
	70-89	3	4	7
Total		10	33	43

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.018	2	.365

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**PRAGMATIC \* SEX****TABLE 4.7****TABLE SHOWING THE RELATIONSHIP BETWEEN PRAGMATIC AND SEX.**

		SEX		Total
		FEMALE	MALE	
PRAGG	30-49		2	2
	50-69	10	28	38
	70-89		3	3
Total		10	33	43

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.715	2	.424

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**CHOLERIC \* SEX****TABLE 4.7****TABLE SHOWING THE RELATIONSHIP BETWEEN CHOLERIC AND SEX.**

		SEX		Total
		FEMALE	MALE	
CHOLG	30-49	8	21	29
	50-69	2	12	14
Total		10	33	43

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	.936(b)	1	.333
<b>Continuity Correction(a)</b>	.339	1	.560

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**SANGUINE\* MARITAL****TABLE 4.8**

**TABLE SHOWING THE RELATIONSHIP BETWEEN SANGUINE AND MARITAL.**

		<b>MARITAL</b>		<b>Total</b>
		<b>MARRIED</b>	<b>SINGLE</b>	
<b>SANGG</b>	<b>50-69</b>	17	4	21
	<b>70-89</b>	16	6	22
<b>Total</b>		33	10	43

**Chi-Square Tests**

	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>
<b>Pearson Chi-Square</b>	.407(b)	1	.523
<b>Continuity Correction(a)</b>	.077	1	.782

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**MELANCHOLY\* MARITAL****TABLE 4.9**

**TABLE SHOWING THE RELATIONSHIP BETWEEN MELONCHOLY AND MARITAL.**

		MARITAL		Total
		MARRIED	SINGLE	
MELONG	30-49	1		1
	50-69	25	10	35
	70-89	7		7
<b>Total</b>		33	10	43

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	2.978	2	.226

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**PRAGMATIC \* MARITAL****TABLE 4.10**

**TABLE SHOWING THE RELATIONSHIP BETWEEN PRAGMATIC AND MARITAL**

		MARITAL		Total
		MARRIED	SINGLE	
PRAGG	30-49	1	1	2
	50-69	29	9	38
	70-89	3		3
Total		33	10	43

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.715	2	.424

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

**CHOLERIC \* MARITAL****TABLE 4.10**

**TABLE SHOWING THE RELATIONSHIP BETWEEN CHOLERIC AND MARITAL.**

		MARITAL		Total
		MARRIED	SINGLE	
CHOLG	30-49	22	7	29
	50-69	11	3	14
Total		33	10	43

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	.039(b)	1	.844
<b>Continuity Correction(a)</b>	.000	1	1.000
a Computed only for a 2x2 table			
b 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.26.			

**INTERPRETATION:**

From the above chi-square tests, it is concluded that there is no association between the pair of attributes given above.

## INDIVIDUAL ANALYSIS OF THE CHARACTERS

**TABLE 4.11**

**TABLE SHOWING THE INDIVIDUAL ANALYSIS OF THE CHARACTERS**

Sample#	Emp.Name	Characters			
		Sanguine	Melancholy	Choleric	Pragmatic
1	Amrutharaj	80.0	66.0	58.6	51.7
2	Kalavathi	67.0	58.0	58.6	48.3
3	Selvaraj	68.0	64.7	64.3	46.7
4	Selvakumar	67.0	60.7	55.7	43.3
5	Rajendran	81.0	64.7	72.9	38.3
6	Saravanan	70.0	63.3	61.4	43.3
7	Thirunavukarasu	67.0	55.3	52.9	40.0
8	Preetha	69.0	66.0	58.6	38.3
9	Kamalakaran	57.0	59.3	55.7	35.0
10	Sumithra	57.0	59.3	52.9	35.0
11	Subramaniam	70.0	38.0	64.3	36.7
12	Santhosam	80.0	68.7	70.0	43.3
13	Sivaprakash	84.0	66.0	58.6	55.0
14	Suja	71.0	54.0	61.4	45.0
15	Venkatachalapathy	85.0	70.0	72.9	50.0
16	Karthikeyan	65.0	51.3	52.9	40.0
17	Paramasivam	68.0	64.7	52.9	45.0
18	Chema kesavan	89.0	82.0	55.7	50.0
19	Venkatachalapathy	64.0	64.7	58.6	53.3
20	Murukanand	63.0	62.0	61.4	51.7
21	Geethanam	81.0	62.0	55.7	65.0
22	Sekar	90.0	63.3	38.6	48.3
23	Gopalakrishnan	71.0	56.7	55.7	48.3
24	Sujitha	64.0	72.7	61.4	35.0
25	Ranjith	68.0	66.0	64.3	43.3
26	Rajkumar	70.0	63.3	61.4	50.0
27	Sakthivel	66.0	64.7	44.3	53.3
28	Kavitha	65.0	62.0	61.4	46.7
29	Kannan	71.0	60.7	50.0	50.0
30	Sureshkumar	60.0	54.0	55.7	45.0
31	Poongothi	68.0	74.0	52.9	43.3
32	Ananthan	80.0	66.0	58.6	51.7
33	Arunkumar	75.0	68.7	64.3	48.3

34	Nandakumar	64.0	60.7	52.9	51.7
35	Charles	71.0	71.3	58.6	48.3
36	Sivasankar	72.0	58.0	61.4	38.3
37	Valliappan	60.0	54.0	55.7	45.0
38	Murali	68.0	74.0	52.9	43.3
39	Naveen	80.0	66.0	58.6	51.7
40	Anand	75.0	68.7	64.3	48.3
41	Sabeetha	64.0	60.7	52.9	51.7
42	Selvaraj	71.0	71.3	58.6	48.3
43	Gopalswamy	72.0	58.0	61.4	38.3

TABLE 4.12

## TABLE SHOWING PRIMARY AND SECONDARY CHARACTERS

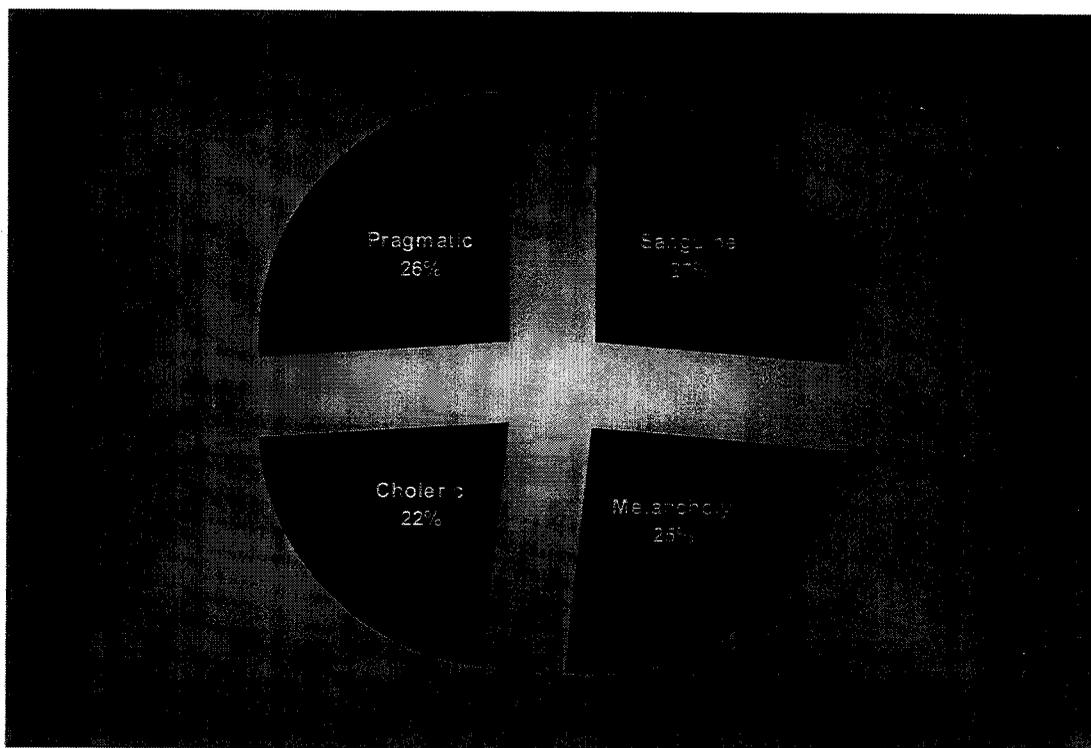
Sample#	Emp.Name	Primary Character	Score (Percent)	Secondary Character	Score (Percent)		
1	Amrutharaj	SANGUINE	80.0	Melancholy	66.0	31.2	25.8
2	Kalavathi	SANGUINE	67.0	Choleric	58.6	28.9	25.3
3	Selvaraj	SANGUINE	68.0	Melancholy	64.7	27.9	26.5
4	Selvakumar	SANGUINE	67.0	Melancholy	60.7	29.6	26.8
5	Rajendran	SANGUINE	81.0	Choleric	72.9	31.5	28.4
6	Saravanan	SANGUINE	70.0	Melancholy	63.3	29.4	26.6
7	Thirunavukarasu	SANGUINE	67.0	Melancholy	55.3	31.1	25.7
8	Preetha	SANGUINE	69.0	Melancholy	66.0	29.8	28.5
9	Kamalakannan	Melancholy	59.3	SANGUINE	57.0	28.6	27.5
10	Sumithra	Melancholy	59.3	SANGUINE	57.0	29.0	27.9
11	Subramaniam	SANGUINE	70.0	Choleric	64.3	33.5	30.8
12	Santhosam	SANGUINE	80.0	Choleric	70.0	30.5	26.7
13	Sivaprakash	SANGUINE	84.0	Melancholy	66.0	31.9	25.0
14	Suja	SANGUINE	71.0	Choleric	61.4	30.7	26.5
15	Venkatachalapathy	SANGUINE	85.0	Choleric	72.9	30.6	26.2
16	Karthikeyan	SANGUINE	65.0	Choleric	52.9	31.1	25.3
17	Paramasivam	SANGUINE	68.0	Melancholy	64.7	29.5	28.1

18	Chema kesavan	E SANGUIN					
19	Venkatachalapathy	E Melancholy	89.0	Melancholy SANGUIN	82.0	32.2	29.6
20	Murukanand	E SANGUIN	64.7	E	68.0	26.9	28.3
21	Geethanam	E SANGUIN	63.0	Melancholy	62.0	26.5	26.0
22	Sekar	E SANGUIN	81.0	<b>Pragmatic</b>	65.0	30.7	24.6
23	Gopalakrishnan	E SANGUIN	90.0	Melancholy	63.3	37.5	26.4
24	Sujitha	E Melancholy	71.0	Melancholy SANGUIN	56.7	30.6	24.5
25	Ranjith	E SANGUIN	72.7	E	64.0	31.2	27.5
26	Rajkumar	E SANGUIN	68.0	Melancholy	66.0	28.1	27.3
27	Sakthivel	E SANGUIN	70.0	Melancholy	63.3	28.6	25.9
28	Kavitha	E SANGUIN	66.0	Melancholy	64.7	28.9	28.3
29	Kannan	E SANGUIN	65.0	Melancholy	62.0	27.6	26.4
30	Sureshkumar	E SANGUIN	71.0	Melancholy	60.7	30.6	26.2
31	Poongothi	E Melancholy	60.0	Choleric SANGUIN	55.7	27.9	25.9
32	Ananthan	E SANGUIN	74.0	E	68.0	31.1	28.5
33	Arunkumar	E SANGUIN	80.0	Melancholy	66.0	31.2	25.8
34	Nandakumar	E SANGUIN	75.0	Melancholy	68.7	29.3	26.8
35	Charles	E Melancholy	64.0	Melancholy SANGUIN	60.7	27.9	26.5
36	Sivasankar	E SANGUIN	71.3	E	71.0	28.6	28.5
37	Valliappan	E SANGUIN	72.0	Choleric	61.4	31.3	26.7
38	Murali	E Melancholy	60.0	Choleric SANGUIN	55.7	27.9	25.9
39	Naveen	E SANGUIN	74.0	E	68.0	31.1	25.6
40	Anand	E SANGUIN	80.0	Melancholy	66.0	31.2	25.8
			75.0	Melancholy	68.7	29.3	26.8

41	Sabeetha	E SANGUIN					
42	Selvaraj	E Melancholy	64.0	Melancholy SANGUIN	60.7	27.9	26.5
43	Gopalswamy	SANGUIN E	71.3	E Choleric	71.0	28.6	28.1
			72.0		61.4	31.3	26.7

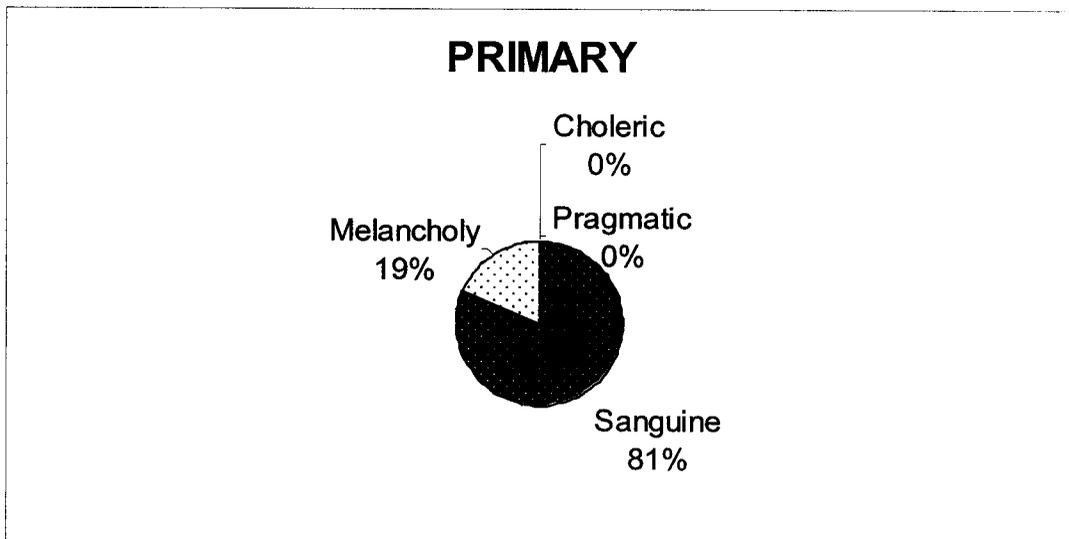
#### CHART 4.5

CHART SHOWING THE OVERALL CHARACTERISTIC RATIO:



**CHART 4.6**

**CHART SHOWING THE RATIO FOR THE PRIMARY CHARACTER OF THE EMPLOYEES.**



CHAPTER 5  
CONCLUSION

## 5. CONCLUSIONS

### Findings

- In this study, the employees are categorized into 4 groups named as SANGUINE, MELANCHOLY, PRAGMATIC and CHOLERIC.
- As per the study, High score 70-89 is high for Sanguine among the characters.
- As per the study, Medium score 50-69 is high for Choleric among the characters.
- In both the sex, sanguine is more dominating character with scores 67.9 and 71.9 (or 30% and 28%)
- From the study, it is clear that there is no significant difference between the male and female in all the four characteristics at 5% level of significance.
- It is infer that there is no difference between the EDUCATION LEVELS of the employees in all the main characters at 5% level of significance.
- It is clear that the character Sanguine is dominating within the employees with the scores of 71, 71.3 and 69.5 respectively for the PG, UG and HSc level qualified employees.
- There is no significant relation between age of the respondents and the four characters
- Correlation coefficient between the character Sanguine and the number of hours worked by the employees is 0.334 and this is the significant correlation.
- From the chi-square tests, it is concluded that there is no association between the sex and characters under study.
- From the chi-square tests, it is concluded that there is no association between the marital status and characters under study.
- Individual scores are given with their characters for all the respondents.
- As a primary character, sanguine is dominating among 81% of the employees.
- As a primary character, Meloncholy is dominating among 19 % of the employees.

**CONSIDERED RECOMMENDATIONS:**

1. For people belonging to melancholy category, workshops on improving the interaction level are to be conducted.
2. To help them realize their individual potential and how they stand apart from the rest.
3. To conduct workshops on motivation and stress management

## QUESTIONNAIRE

SA- Strongly Agree  
D - Disagree

A – Agree  
SD- Strongly Disagree

N- Neutral

No	DESCRIPTION OF ITEMS	SA	A	N	D	SD
1	<p>What ever I do I always keep in mind about my ultimate goal in life and find ways to achieve it.</p> <p>நான் எதைச் செய்தாலும் எப்போதும் எனது வாழ்க்கையின் அடிப்படை இலட்சியத்தை நினைவில் கொண்டு அதை அடைய வழி தேடுவேன்.</p>					
2	<p>I am usually aware of how I speak and my facial expressions and I keep a check over it.</p> <p>நான் எவ்வாறு பேசுகிறேன் என் முகபாவங்கள் எவ்வாறு இருக்கும் என்பதில் கவனமாக இருப்பேன்.</p>					
3	<p>When I am upset over something I would be able to overcome it by myself.</p> <p>நான் ஏதோ ஒன்றில் நிதானம் இழக்கும் போது என்னாலே அதை எதிர் கொள்ள முடியும்.</p>					
4	<p>I generally have a high energy level regardless of the work level or the difficulty.</p> <p>வேலை தன்மை வேலை பளுவிற்கு மீறிய பலம் வாய்ந்த திறமையை நான் பெற்று இருக்கின்றேன்.</p>					
5	<p>I have the ability to carry myself in a gathering.</p> <p>கூட்டத்தில் இணைந்து செல்கின்ற திறமை என்னிடத்தில் இருக்கின்றது.</p>					
6	<p>I do have a very good sense of humor.</p> <p>நான் விளையாட்டாக இருக்கவும் விளையாட்டை புரிந்து கொள்கின்ற நிலையை பெற்றவன்.</p>					
7	<p>Being independent bothers me.</p> <p>தனிமையில் இருப்பது என்னை வாட்டுகின்றது.</p>					
8	<p>I believe that recording every day's event in a diary and to keep track of those is important.</p> <p>ஒவ்வொரு நாளும் நடக்கின்ற நிகழ்வுகளை குறிப்பேட்டில்</p>					

No	DESCRIPTION OF ITEMS	SA	A	N	D	SD
9	My Body language speaks pretty well about me எனது நடவடிக்கைகள் என்னைப் பற்றி நன்கு பேசும்.					
10	I remember my first day at work and I am good at remembering dates of any important event. நான் முதல் வேலையில் இருந்ததை நினைவு கூர்வதோடு முக்கிய நிகழ்வுகள் நடந்த தேதிகளை என்னால் நினைவு கொள்ள முடியும்.					
11	In school I always preferred Math's for English. எனது பள்ளியில் நான் எப்போதும் ஆங்கிலத்திற்கு பதில் கணிதத்திற்கு முன்னுரிமை அளித்தேன்.					
12	I have a planner to record what and when things have to be done. நான் எப்போது என்ன செய்ய வேண்டுமென்று குறிக்க ஒரு திட்ட குறிப்பை வைத்துள்ளேன்.					
13	I am very punctual. நான் நேரந்தவறாதவன்					
14	I always have my things organized. நான் எப்போதும் எனது செயல்களை முறையோடு செய்பவன்.					
15	I usually spend my free time with my friends. நான் எனக்கு வேலையில்லாத போது எனது நண்பர்களுடன் செலவிடுகிறேன்.					
16	I like to spend penny by penny. நான் கணக்குப் பார்த்து செலவழிப்பதை விரும்புகிறேன்.					
17	When ever there s some event to be organized I would be the first to volunteer. தேவைப்படும் போது நிகழ்ச்சிகள் ஏற்பாடு செய்ய வேண்டுமானால் நானாவே தன்னிச்சையாக முன்னின்று ஊழியம் செய்வேன்.					
18	I would always prefer to sketch my activities before putting to reality. நான் எப்போதும் செய்வதற்கு முன் நடவடிக்கைகளை					

S.No	DESCRIPTION OF ITEMS	SA	A	N	D	SD
19	I have the habit of writing the diary daily. தினமும் நிகழ்வுகளை குறிப்பேட்டில் எழுதுகின்ற பழக்கம் எனக்கு உண்டு.					
20	When a misunderstanding arises I would be the first to compromise. எப்போதாவது ஒரு கருத்து வேறுபாடு உண்டானால் நான் சமாதானமடைவதில் முதன்மையாக இருப்பேன்.					
21	I usually have the habit of donating for any social cause's .It gives me the satisfaction of having done something good. பொதுவாக பொது காரியங்களுக்கு நன்கொடை கொடுப்பது எனது வழக்கம். அது எனக்கு நல்ல காரியம் செய்த திருப்தியை கொடுக்கிறது.					
22	I do not get tensed easily நான் சுலபமாக நிதானம் இழப்பதில்லை					
23	I am very attentive to only matters of my interest. நான் எனக்கு விருப்பமுள்ள செயல்களில் மட்டும் மிக கவனமாக இருப்பேன்.					
24	I do have a role model and follow the principles of the same. எனக்கு பிடித்தமானவர்களின் செயல்களை முன் நிறுத்தி அதன் கொள்கைபடி நடப்பேன்.					
25	I welcome suggestions. நான் யோசனைகளை வரவேற்பேன்.					
26	I would like to guide people நான் மக்களை வழி நடத்த விரும்புகிறேன்.					
27	I always like to be in lime light. நான் எப்போதும் புகழோடு இருக்க விரும்புகிறேன்.					
28	I would like to think a matter thrice for once. நான் பிரச்சனையை ஒரு முறைக்கு மூன்று முறை யோசிப்பதை விரும்புவேன்					
29	I am an introvert.					

S.No	DESCRIPTION OF ITEMS	SA	A	N	D	SD
30	I would face any challenge. நான் எந்த சவாலையும் எதிர் கொள்வேன்.					
31	I am very cool by nature நான் இயற்கையாகவே அமைதியானவன்					
32	When I am free I would like to spend time by myself. நான் வேலையின்றி இருக்கும் போது தனிமையில் நேரத்தை செலவிட விரும்புகிறேன்.					
33	A sudden change in anything never bothers me. ஏதொன்றிலும் திடீர் மாற்றங்கள் என்னை சங்கடப்படுத்துவதில்லை					
34	I would like to count on others for my problems. எனது பிரச்சனைகளுக்கு நான் மற்றவர்களிடத்தில் நிவர்த்தி காண்பேன்.					
35	I always like to be the one to lead others. நான் எப்போதும் பிறரை முன்னின்று வழி நடத்துவதற்கு ஒருவனாக இரக்க விரும்புகிறேன்.					
36	I have my own ways to overcome stress. எனது பிரச்சனைகளை எதிர் கொள்ள நான் சொந்தமாக வழி வகுப்பேன்.					
37	I like adventuress. நான் துணிகரத்தை விரும்புகிறேன்.					
38	I like partying/ I am a party animal. நான் விருந்தோம்பலை விரும்புவேன். / நான் விருந்தோம்பும் பிராணி					
39	I am pessimist நான் சோர்வு மனப்பான்மை உள்ளவன்					
40	I am very serious by nature. நான் இயற்கையாகவே கண்டிப்பானவன்					
41	I generally do not show any reaction on my face. நான் பொதுவாக எனது முகத்தில் பிரதிபலிப்பதை காட்டிக் கொள்ளாதவன்					

S.No	DESCRIPTION OF ITEMS	SA	A	N	D	SD
42	<p>Would like to carry any problem on my shoulder that comes in my way.</p> <p>எனது வழியில் குறுக்கிடுகின்ற எந்த பிரச்சனையையும் நான் தோளில் சுமக்க விரும்புகின்றவன்</p>					
43	<p>Would like to solve puzzles.</p> <p>புதிர்களுக்கு விடை காண விரும்புவன்</p>					
44	<p>With any work I will have some starting trouble but later would carry out the work efficiently.</p> <p>எந்த வேலையும் எனக்கு முதலில் துவங்கும்போது தகறாராக இருக்கும். ஆனால் இறுதியில் காரியத்தை திறமையாக செய்து முடிப்பேன்.</p>					
45	<p>I always put my heart and soul in any work I do.</p> <p>நான் எதை செய்தாலும் எனது உடம்பையும் ஆர்வத்தையும் கொடுத்து செய்பவன்</p>					

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