

**A Study on Application of 360 Degree Appraisal System of Sri Nataraj  
Ceramics and Chemical Industry Limited in Dalmiapuram**

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**ABSTRACT**

In today's global world, no objective or a result is delivered individually. Any endeavor towards the achievement of a goal primarily affects and involves team work. The biggest advantage of 360 degree appraisal is that it creates accountability at all levels. If you that you will be evaluated by peers and subordinates, it ensures a working culture that respects and encourages team work. If done properly, the 360 degree appraisal programme can be a very positive experience for an employee. Therefore the present study was undertaken to know the implementation of 360 degree appraisal system in Nataraj ceramic and the impact of it employee morale.

**Key words** 360 degree appraisal, chemical industry

**1. INTRODUCTION**

Appraisal is a developmental process and also a tool for salary increment or at a time punishment (if appraisal is not good). It is a mechanism using which organizations strictly to achieve a complete development of an individual. Therefore to organization should make that no injustice is done. A 360 degree appraisal is a type of employee performance review in which subordinates, co-workers, and managers all anonymously rate the employee. This information is then incorporated into that person's performance review Appraisal helps team members learn to work more effectively together. Teams know more about how team members are performing than their supervisor. The feedback makes the team members more accountable to each other as they share the knowledge and inputs provided on each member's performance. A well planned process can improve communication and team development.

**2. REVIEW OF LITERATURE**

At the other extreme, there are many strong advocates of performance appraisal. Some view it as potentially. "The most crucial aspect of the organization life". (Laurie, 1990) There is, says the Dulewicz (1989), "A basic human tendency to make judgments about those one is working with, as well as about oneself". Appraisal it seems, is both inevitable and universal. In the absence of a carefully structured system of appraisal, people will tend to judge the work performance of others, including subordinates.

**3. OBJECTIVES OF THE STUDY**

This study aimed to assess the performance appraisal system and its effect on the performance of

employees of Sri Nataraj Ceremaic and chemical industry limited in Dalmiapuram. Specifically, the study attempted to determine the following:

- 1.The impact of the performance appraisal system towards the performance of the respondents in terms of understanding between the superior and sub ordinate to perform better.
2. Gaps in the discussing about the major improvements and achievements were reported to higher authority
3. Awareness regarding the benefits of the Performance appraisal system to the employees.
4. Recommendations proposed by the respondents to improve the appraisal system of the company.

#### 4. RESEARCH METHOD

This study is a qualitative and quantitative research which aimed to assess the status and impact of the Performance appraisal system on employees. The purposive sampling technique was utilized in the selection of 50 respondents. Focused group discussion was conducted to triangulate the result of the survey.

#### STATISTICAL TREATMENT OF DATA

The data gathered were coded, organized, and processed using the Statistical Package for the Social Sciences (SPSS). Percentage was utilized to identify the major gaps that the respondents encountered in the implementation of the performance appraisal system.

#### RESULTS AND DISCUSSION

The impact of the performance appraisal system towards the performance of the respondents in terms of understanding between the superior and sub ordinate to perform better.

| S.NO   | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE |
|--------|----------------|-------|---------|----------|
| Male   | 10%            | 12%   | 16%     | 12%      |
| Female | 10%            | 10%   | 16%     | 14%      |

**TABLE NO 1**

From the above table it shows that 10% of the respondents from the two categories shares that they strongly agree with the statement that they have a terms of understanding between the superior and sub ordinate to perform better.12% of male and 10% of female says that they agree with the statement,16% of the respondents from the two categories shares that they are netural with the statement that they have a terms of understanding between the superior and sub ordinate to perform better,12% of the male and 14% of the female respondents were disagree with the statement.

Gaps in the discussing about the major improvements and achievements were reported to higher authority

| S.NO | COMPLETELY | TO A GREAT EXTENT | TO A LIMITED EXTENT | NOT AT ALL |
|------|------------|-------------------|---------------------|------------|
|------|------------|-------------------|---------------------|------------|

|        |     |     |     |     |
|--------|-----|-----|-----|-----|
| Male   | 18% | 7%  | 15% | 31% |
| Female | 4%  | 12% | 4%  | 9%  |

**TABLE NO 2**

From the above table it shows that 18% of the male respondents and 4% of the female respondents says that improvements and achievements were reported completely to the higher officials, 31% of the male respondents and 9% of the female respondents shared that they not at all share their improvements and achievements, 15% of the male respondents and 4% of the female respondents shares that to a limited extent they will share the improvements and achievements to the higher officials.

#### **AWARENESS REGARDING THE BENEFITS OF THE PERFORMANCE APPRAISAL SYSTEM TO THE EMPLOYEES**

| S.no   | Analyses the strength and weakness of the self | Improve performance | Increase loyalty to the company | Changes attitude |
|--------|------------------------------------------------|---------------------|---------------------------------|------------------|
| Male   | 16%                                            | 14 %                | 14 %                            | 6 %              |
| Female | 13 %                                           | 10 %                | 24 %                            | 3 %              |

**TABLE NO 3**

From the above table shows that 16% of the male respondents and 13% of the female respondents shares that they themselves able to analyze the strength and weakness of the self, 14% of the male respondents and 10% of the female respondents shares that they have improved their performance by having this system, 14% of the male respondents and 24% of the female respondents shares that they have increased their loyalty to the company and 6% of the male respondents and 3% of female respondents shares that they have change the attitude by the performance

## **5. SUGGESTIONS**

The yard sticks used to measure the performance appraisal should be clearly explained to the employees so that they can avoid misunderstanding and the employees can perform better. The suggestions and feedback given by the employees should take into consideration. Regular feedback must be given to the employees in order to analyze and judge themselves and they will also where their performance are lacking. There should be a better understanding between the superiors and the subordinates.

## **6. CONCLUSION**

The researcher concluded the topic by those Proper feedbacks should be done with proper documentation. Employees should be involved in the formulation of appraisal tool. Give appropriate rewards to employees who have shown an exemplary performance. Employees should be evaluated on the basis of the requirements of their job, their duties and The assessment tool should measure the diversity function of the employees. Appraisal system must have a clear sense of direction. The evaluation of employees must have fair and respectful treatment. Provision of corrective mechanism is vital.

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