CHAPTER-3

RESEARCH

METHODOLOGY
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Research is a systematized effort to gain a new knowledge. It is a systematic process of gathering and analyzing information in order to increase our understanding of the phenomenon of which we are interested or concerned. The purpose of research is to discover the answers through the applications of scientific procedures. It is directed towards solution of a problem. It involves gathering new data from primary sources or using existing data for a new purpose. It gives questions for answers to be unsolved problems. It is characterized by patience and continued activity.

Problem Statement: Employees' are an important human resource in any organization, in order to be the resource as an effective tool, an organization is interested in assessing the performance of employees'. For this purpose it may be use various methods of performance appraisal of their employees. Therefore it becomes necessary to analyze how the appraisal system of employees' is affecting the working efficiency of employees', as the ultimate objective is to achieve the organizational goal.

Objectives of Research: “An Analysis of Employees' performance Appraisal system – A case study of Distan Unilever Limited, Rajpura (patiala)”.

Objectives of Research:

- study the practical application of performance appraisal system in HUL.
- explore the impact of performance appraisal system on the working efficiency of company employees'.
To explore performance appraisal as an effective tool to achieve organizational efficiency.

To suggest policy recommendations for the effective application of performance appraisal.

Scope of Study: This study is carried to judge the effectiveness of performance appraisal system in an organizational system. To determine the main purpose of performance appraisal in the organization, to analyze the factors that contributes to effective performance appraisal system. The scope of study is limited to Hindustan Unilever Limited employees. It will help employees' to attain their responsibilities in the future and will lead to achieve the objectives of the organization.

Research Design: To fulfill the above stated objectives descriptive statistics has been used. It serves and describes the situation that exist in any organization. Descriptive research describes systematically a situation or problem to provide information about whatever is prevalent with respect to issues or problem.

Sample Size: A questionnaire is designed and filled from working employees' of HUL. It includes 100 employees' of HUL. The information is collected from both categories of employees’ executive and workmen level.

Sampling Technique: In order to get information of 100 employees’ of HUL, First of all employees' were considered in two categories i.e. executive and workmen level employees'. There are around 30 executive level employees' in all working in the company. Therefore all the employees' at this level were considered. Here in a way complete enumeration method was used. There are around 700-800 workmen in company. In the study, 70 workmen from this category was isen. For this simple random sampling method was used to provide every employee equal chance of being selected for the sample. Therefore a sample of 100 employees' of HUL has been considered for the study.
of the organization. It will continuously lead to development of organization as well as 
ment of the employee of the organization. It will help employees’ to understand their duties 
nsibilities. Employees’ will be clear about their role in the organization.

itations of Study:

is limited to HUL employees.

times respondents are not interested in providing appropriate information.

esponse of the respondent may not be appropriate because respondent may think that person 
urse the data.

respondents were influenced by their peers in answering the questions.

here is no concrete basis to prove that response given by employee is true measure of opinion of 
eployees’ as whole.