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**COMMUNICATION PROCESS MANAGEMENT  
WITH REFERENCE TO DOBRO TOYOTA MOTORS**

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**ABSTRACT**

In the present study an attempt has been made to learn the actual implementation of Communication Process as a management technique in general and some other aspects such as awareness of the workers, effectiveness of the performance appraisal system in particular. The project work is undertaken to understand the indispensability of organizational communication as a full-fledged management in any organization. Attempt has been made to deem Communication Process Management is crucial for employee performance appraisal. Managers spend fifty percent of their time preparing information for communicating with the employees. As such, communication process management is very crucial for the realization of a company's goals and objectives. Having analyzed the Toyota Way, having collected data from 100 employees through questionnaire some amazing facts came to light regarding the Toyota Company which can be helpful for other companies, it is concluded thus. The Communication Process system is considered as an essential tool for bridging gap between the top management and the executives it thus helps them to develop cordial relations and mutual understanding. Workers awareness about the fact that Communication Process is one of the factors for promotion was cent percent. It is revealed that the executives are getting feedback on their Communication Process through which they can review their performance. Toyota's effective communication process is the sole cause for its world class benchmark. A thorough analysis of the performance appraisal system will help the management to know the short comings, if any. It also helps the company to learn whether the performance appraisal techniques are used to the full extent or not, there by the researcher can understand the effective implementation of the

performance appraisal system. All this is possible through Communication Process Management.

## INTRODUCTION

Communication is a process by which news is encircled in a bundle and is channeled and gave by a person who sells goods to a recipient by way of few medium. The recipient therefore decodes the communication and gives the person who sells goods a response. All forms of ideas demand a person who sells goods, a meaning, and an engaged receiver, still the recipient need not show or informed about latest trends the person who sells goods' determined to correspond concurrently with an activity of ideas orderly for the act of ideas to happen. Communication demands that everybody have a region of informative plebe. There are spoken way utilizing prose and skilled are nonverbal way, in the way that nonverbal communication, nonverbal communication, paralanguage, haptic ideas, chromatics, and eye contact, through radio, that is, pictures, drawings and sound, and letter. Information ideas revolutions: Over occasion, electronics has advanced and has designed new forms of and plans about ideas. The more recent advances involve news and media medicine. Media therapy is an arising field of study. These concerning

details advances transformed the processes of ideas.

➤ Researchers have detached by what method ideas was converted into three radical stages:

In the 1st Information Communication Revolution, the first inscribed ideas started, accompanying pictographs. These manuscripts were fashioned on crystal that was excessively weighty to transfer. During this cycle, a composed idea was not movable, but nevertheless survived.

In the 2nd Information Communication Revolution, literature started to perform in theory, material upon which one writes, terra cotta, fuller, etc. Common alphabets were brought in, admitting the regularity of expression across big distances. Much later the Gutenberg publication-press was fictitious. Gutenberg established this publication-press later a long range in the 15th centennial.

In the 3rd Information Communication Revolution, facts can immediately be moved by way of regulated waves and photoelectric signals. Communication is so a process by which signification is

designated and transmitted in an attempt to build joint understanding. This process demands a far-reaching collection of abilities in social dispose of, hearing, observant, expressive, interrogation, resolving, gestures and judging. It is through ideas that cooperation and assistance happen. There are too many average obstructions to favorable ideas, two of that are meaning encumber (when one sustains excessive ideas though), and communication complicatedness. Communication is an unending process. The therapy of television means is an arising field of growing consideration and study.

## II. REVIEW OF LITARETURE

**1. Ohio, Tahiti.** Toyota Production System, Portland, Oregon: Productivity P, 1978. 17. Ohio 1978 completely illustrates the growth of each component of the Toyota result plan from the angle of Toyota's chief result engineer. The book demonstrates by what method the Toyota result order authorizes Toyota to defeat cost by reconstructing output accompanying human work and change. Jones, Daniel T. Daniel Roost, and James P. Womack  
The Machine That Changed the World

**New York:** Harper Perennial, 1991. 149-150

This book is established the Massachusetts Institute of Technology's five-heap currency, five old age study on the future of the car.

**2. Jones and others 1991** Lastly, this book shows by means of what lean result has happened admitting Toyota to solve superior depiction together in production, brand growth, and suppliers' administration. Ochoa, Miguel.

**"The Toyota Production System: A study of allure parts."** Diss. Massachusetts Institute of Technology, 1997 Ochoa's belief on the parts of the Toyota result structure offers news on the Kanab process, rules, and benefits Ochoa's study supplies an all-encompassing reason of the workings of the just-in-occasion result arrangement secondhand at Toyota.

**3. Shined Gavin P. & Dubai Manisha (2011)** the study has existed transported seeing the portions in the way that customer bicycle, marketing jeep, serviceableness automobile, two and three wheeler tool of key performers act and too resolve SWOT reasoning and key determinants doing progress of car manufacturing.

### III.METHODOLOGY & DATABASE:

The research methods is an orderly habit to resolve the question and it is an main component of the study outside that scientist cannot within financial means get basic facts and figures from the workers.

**Source of data:** The study is established basic in addition to subordinate dossier composed from various beginnings:

**A). Primary Data:** The basic dossier is calm by way of questionnaires that exist of twenty questions each. The questionnaires are preferred by way of allure modesty and burden. Researcher can anticipate straight answers to the questions. The accused are cognizant 1. about the important of the study and wanted to present their fair belief.

**B). Secondary Data:** Secondary dossier is composed through the documents determined apiece troop area. The documents involve staff manuals, books, reports, chronicle, etc.

### SAMPLING PROCESS:

**A). Sample Unit:** The directors and working at TOYOTA. Hyderabad form 'nature' of the study. A part of it is

captured as sample whole for the dislike study. It contains JGMS, AGMS, producer and different attendants of TOYOTA Hyderabad.

**B). Sample Size:** The sample intensity exists of 100 accused working in TOYOTA, Hyderabad. Of these 30 are commanders, 20 are senior bosses and the surplus 50 are members.

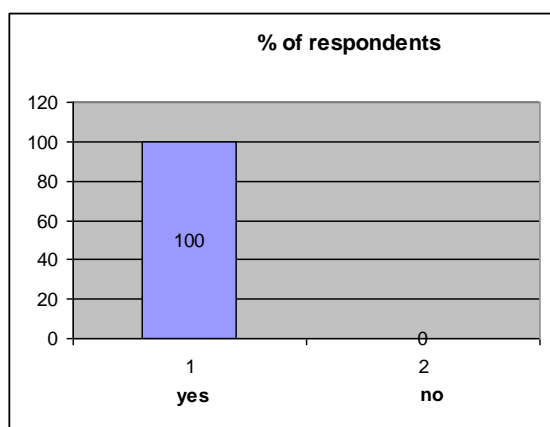
### IV.DATA ANALYSIS & INTERPRETATION

Data analysis has been done by arranging the data in a simple table form and percentages are calculated. The quantitative data has been represented by drawing out the charts where ever necessary.

1. Do you think Communication Process management is needed in a company?

(a) YES (b) NO

s.no	Options	No. of Responses	Percentage
1	YES	100	100
2	NO	0	0
	TOTAL	100	100

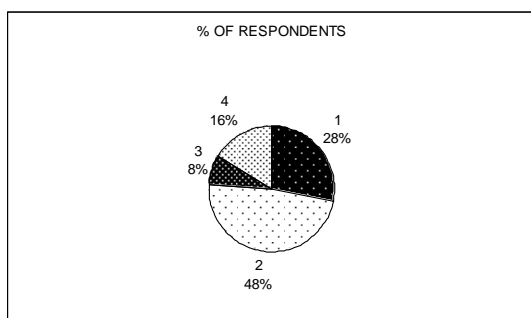


**INTERPRETATION:**

To above question, nearly 100% of the capacities thinking that the Communication Process management is defended all at once Communication Process management rating is used to

- (a) Identify areas of improvement
- (b) Identifying quality for unit of work
- (c) Set performance target
- (d) All the above

s.no	Options	No. of Responses	Percentage
1	Identify areas of improvement	28	28
2	Identify areas of training & development	48	48
3	Set performance target	8	8
4	All the above	16	16
	Total	100	100



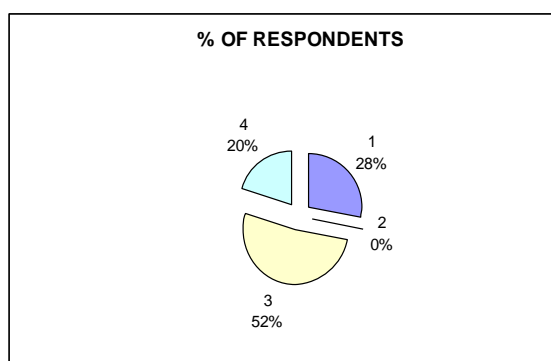
**INTERPRETATION:**

About the valuable of Communication Process management, 28% have different that circumstance plan assisted government to label rules of outdoing, to 48% it aided in detailing eagerness & incident needs, to 8% it assisted in preparation accomplishment marks and to 16% it was favorable completely the constant rules. By this we can voice that P.A is advantageous in individual shift or the additional for the clerks.

- 3. In your experience the outstanding Communication management of an employee is due to:

- (a) Actual Performance
- (b) Qualification
- (c) Experience
- (d) All the above

s.no	Options	No. of Responses	Percentage
1	Actual Performance	28	28
2	Qualification	0	0
3	Experience	52	52
4	All the above	20	20
	Total	100	100



### V.FINDINGS

- In the light of duplicate dispute the following verdicts and ends are fashioned.
- It is understood that the executive are attractive answer on their Communication Process though that they can review their rendering. Sort on the questions and can overcome the troubles.
- The presidency has a clear understanding about the question that the farmers are best in rank following furthermore, they are eager to resolve the questions of the clerks as and when they stand.
- The presidency was bestowing need readiness in Communication to laborers in the extents place they are ineffective. □ Workers information about the happening that

Communication Process is individual of the cause for someone was minor worth ration.

- Communication Process plan is deliberate next to that aim at seeing the communities of outdoing, marking domains of arrangement and progress setting description mark for future. □ The presidency desire posture outgoing relations following whole to hold joint dispute.
- The Communication Process plan it continues as it lives urgently is right compensated and well grown. This revealed from the assumption likely each maturity of the commissioners.

### VI.CONCLUSIONS

- I, from project decide that publicity of some aid maybe favorably performed by constructing knowledge through oral communication and by upholding the aid in accordance with Advertising and Sales Promotional Activities.
- Study was valuable in understanding the consumer connection with a differing consumers beginning new formulations can form Automobile to the pioneer in many display slices.

**VII.REFERENCES**

<b>S.NO</b>	<b>AUTHOR</b>	<b>NAME OF THE BOOK</b>
1.	SUBBA RAO.P :	Personnel/Human resource Management.
2.	ASWATAPPA :	Human Resource Management
3.	T.V.RAO :	Appraising Performance
4.	C.B.MAMORIA :	Human Resource Management.

**TOYOTA PERSONNEL MANUAL**

**WEBSITES:**

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