COMMUNICATION SATISFACTION AUDIT
- A COMPARATIVE STUDY

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ABSTRACT

Aim of this study is to investigate how the regular employees of ITES Company differ from those who are employees of manufacturing company in terms factors’ relating to Communication Satisfaction. Communication satisfaction Questionnaire CSQ (Down and Hazen, 1977) was used for this survey. The total number of respondents involved in this study is 382. Results indicated that there is close relationship exists between the education qualification of the employees and designation with communication satisfaction factors. It concludes that the factors Media Quality and Personal feedback has higher correlations values.

KEY WORDS: Communication Satisfaction, communication audit, Employee retention, employee satisfaction, India.