A STUDY ON PERCEPTION OF JOB ANALYSIS AT RETAIL SECTOR WITH REFERENCE TO HERITAGE. LTD

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Abstract
Job analysis is the process whereby jobs are investigated in sufficient detail to enable (a) recruitment of people into them or (b) assessment of the performance of people who are already working in them.

Job analysis is a systematic approach to defining the job role, description, requirements, responsibilities, evaluation, etc. It helps in finding out required level of education, skills, knowledge, training, etc for the job position. Job analysis helps in analyzing the resources and establishing the strategies to accomplish the business goals and strategic objectives. It forms the basis for demand-supply analysis, recruitments, compensation management, and training need assessment and performance appraisal.

Therefore, job analysis forms an integral part in the formulation of compensation strategy of an organization. Organizations should conduct the job analysis in a systematic at regular intervals. Job analysis can be used for setting up the compensation packages, for reviewing employees' performance with the standard level of performance, determining the training needs for employees who are lacking certain skills.

The employees you hire can make or break your business. While you may be tempted to hire the first person who walks in the door--"just to get it over with"--doing so can be a fatal error. A small company cannot afford to carry deadwood on staff; so start smart by taking time to figure out your staffing needs before you even begin looking for job candidates.

Key Words: Analysis, Performance, Training.

Introduction
Job Analysis
Job Analysis is the process of describing and recording aspects of jobs and specifying the skills and other requirements necessary to perform the job.

One of the main purposes of conducting job analysis is to prepare job description and job specification which in turn helps to hire the right quality of workforce into the organization. The general purpose of job analysis is to document the requirements of a job and the work performed. Job and task analysis is performed as a basis for later improvements, including: definition of a job domain; describing a job; developing performance appraisals, selection systems, promotion criteria, training needs assessment, and compensation plans.

In the fields of Human Resources (HR) and Industrial Psychology, job analysis is often used to gather information for use in personnel selection, training, classification, and/or compensation.

The field of vocational rehabilitation uses job analysis to determine the physical requirements of a job to determine whether an individual who has suffered some diminished capacity is capable of performing the job with, or without, some accommodation.

Professionals developing certification exams use job analysis (often called something slightly different, such as "task analysis") to determine the elements of the domain which must be sampled in order to create a content valid exam. When a job analysis is conducted for the purpose of valuing the job (i.e., determining the appropriate compensation for incumbents) this is called "job evaluation."

Job analysis aims to answer questions such as: 1. why does the job exist? 2. What physical and mental activities does the worker undertake? 3. When is the job to be performed? 4. Where is the job to be performed? 5. How does the worker do the job? 6. What qualifications are needed to perform the job? 7. What are the working conditions (such as levels of temperature, noise, offensive fumes, light) 8. What machinery or equipment is used in the job? 9. What constitutes successful performance?

Literature review
The individual Job Analysis of any given occupation provides the foundation for sound decisions in pre-employment screening, task performance, consultation and ongoing training. Task analysis ensures that any system of work performance will operate and be maintained in a safe and efficient manner, reducing the potential for injury to personnel and improving productivity for the organization.

Rehabilitation Services has developed an innovative and comprehensive job analysis tool that evaluates the requirements of any occupation and provides meaningful insights into current methods of task performance, improved methods of performance, the functional requirements of the role and specific training opportunities relevant to the persons engaged in that occupation to address their occupational wellbeing.

Job analyses in rehabilitation are typically completed by specialists who have education and/or experience in job analysis procedures. Occupational therapists use task analysis as a fundamental practice skill, and most also receive training in applying task analysis principles to comprehensive job analysis. They also have a broad background in understanding the physical, emotional and behavioral components of activity. Ergonomists are trained to perform job analysis from a human performance perspective, and apply engineering and human kinetics principles to the analysis of jobs. Other rehabilitation professionals who conduct job analyses include physical therapists, vocational rehabilitation specialists and occupational health personnel who have a specialized practice in work rehabilitation. Often an inter-professional rehabilitation team will contribute to the conduct or interpretation of a job analysis.

Objectives of study
- To study equitable wage differentials between different jobs in the organization.
- To study job description and job specification.
- To analyze the process and methods involved in particular job.

Research methodology
The present study has been conducted in **Heritage foods India limited** situated at Hyderabad. The online Interviews are conducted through a properly designed questionnaire constitute the primary source of data for the study.

1.	Research Instrument	Personal Interview with aid
2.	Sampling plan	Size 100
3.	Procedure	simple random sampling

Do you feel to do your duty out of your commitment to job because of the fear of survival?
A) Yes   B) No   C) Some times

PARTICULARS	RESPONDENTS
YES	30
NO	70
SOME TIME	0

Do you feel that you are having a good rapport with all your peers and superiors?
A) Very good B) Average C) Below Average D) Low

PARTICULARS	RESPONDENTS
VERY GOOD	50
AVERAGE	30
BELOW AVERAGE	20
LOW	0

Does In your department work is distributed in a fair manner? A) Yes   B) No
C) Sometime   D) Can't say

PARTICULARS	RESPONDENTS
YES	60
NO	30
SOME TIME	20
CAN'T SAY	10

Suggestions and findings
1. Employees receive more satisfaction from doing a 'whole' piece of work. This is likely to happen when the job has a distinct beginning and end which is clearly visible to the employee and others. It is important that employees see the end results of the work they have produced either on their own or as a part of a team.
2. Employees feel that they are very important person in the deportment, which shows their level of commitment.
3. Employees in **HERITAGE FOODS INDIA LTD** can see themselves in a better position in near future which indicates the carrier growth on the company.

Conclusion
In the above perspective, the present study makes an attempt to draw some conclusions. It should be confessed here that the investigator is conscious of the limitations of the study and the conclusion drawn on the basis of the sample from a single unit cannot be generalized about the entire manufacturing sector.

Job analysis involves a systematic investigation of jobs using a variety of methods, to determine essential duties, tasks and responsibilities.

Job analysis is crucial to the identification of relevant skills and competencies. It involves obtaining objective and verifiable information about the actual requirements of a job, and the skills and competencies required to meet the local area and University's needs.

Job analysis facilitates accurate recruitment and selection practices, sets standards for performance appraisals and allows appropriate classification/reclassification of positions.

Comparing the skills possessed by employees with the results of job analysis can greatly assist in workforce planning strategies and restructuring or redesigning jobs to reflect the requirements of the local area and/or University-wide changes.

Job analysis (or work analysis) is useful when it provides information that informs organizational change and work effectiveness. Ironically, job analysis may be most useful in a work world that does not include jobs,

because the information it provides may enable *more* effective design and management of work processes. Job analysis information is the raw material that is essential to build new work processes and create efficiencies that cannot emerge any other way. This much- maligned tool holds great promise for the future of organizations if we seize the opportunity that presents itself.

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