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Sidra Ahmed Alvi

Dedicated to my loving *parents* whose prayers sustained me  
through every walk of life.

## **Abstract**

*The research attempts to revisit the empirical significance of the relationship between total quality management and employee performance and its correlates namely task performance and contextual performance. The sample size of the study covers telecommunication companies in Rawalpindi and Islamabad. Statistical Package for the Social Sciences (SPSS) approach has been applied to test the research hypotheses. The study under consideration explicitly corroborates the notion that implementation of total quality management accelerates job performance. Performance cannot come to fruition with a quality vacuum, hence sound quality management of customer focus and employee training serve as a catalyst in enhancing employee performance.*

"The Impact of Total Quality Management on employee's  
Performance: Evidence from Telecom sector."



By

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*Enrolment # 01-122142-056*

MBA

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A research thesis is submitted in partial fulfillment of the  
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**FINAL PROJECT APPROVAL SHEET**

**Viva-Voice Examination**

Date   /  /  

**Topic of Research:** "The impact of Total Quality Management on Employee's Performance: Evidence from Telecom sector"

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**Class:** MBA

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## Questionnaire

### Operational Definition

Total Quality Management is a holistic approach in which the ultimate purpose is adding value to the final product delivered to the customer.

### Gender

- Male
- Female

### Age

- 20-29
- 30-39
- 40-49
- 50-59

### Experience

- New Hire
- 1-5years
- 6-10years
- 10years and above

SR No.	Total Quality Management	Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
1	TQM helps for improving the work efficiency of employees					
2	You think your organization applies total quality management.					
3	Your organization keep employees					

	updated with changes in job skills & job designs.					
4	Your organization does quality audit frequently.					
5	Your organization ensures employee involvement in improving overall performance.					
	<b>Employee Performance</b>					
6	The Company encourages employees to work to the best of their abilities					
7	The Company is able to maximize employee potential					
8	My job enables me to make use of my skills and abilities					
9	I get a sense of personal accomplishment from my work					
10	I am held accountable for achieving specific					



	results					
	<b>Customer Focus</b>					
11	I have a strong commitment to provide our customers with excellent service.					
12	Customer feedback is used to determined their requirement					
13	The Company focuses on providing excellent customer service					
14	Employees are committed to improving quality of customer services					
15	The corporate culture emphasizes customer service					
	<b>Employee Training</b>					
16	The Company provides a variety of training opportunities for employees					
17	The Company invests in employees					

	through training and development					
18	The Company has ample resources to conduct quality trainings					
19	There is always some kind of training going on in the company					
20	My manager assists me to identify my training and development needs					
	<b>Task Performance</b>					
21	I start new tasks myself, when my old ones are finished					
22	I take on challenging work tasks					
23	I manage to plan my work so that it was done on time					
24	I prefer keeping myself technically up to date					
25	I am able to perform my work well with					

	minimal time and effort					
	<b>Contextual Performance</b>					
26	I take the initiative when something has to be organized					
27	I take the initiative when there was a problem to be solved					
28	I try to learn from the feedback I get from others on my work					
29	Collaboration with others go well					
30	Others understand me well, when I tell them something					