



ROHINI COLLEGE OF ENGINEERING AND TECHNOLOGY, PALKULAM BUSINESS RESEARCH METHODS

UNIT – V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

RESEARCH REPORT

Research report is a written document through which the researcher intimates to the world the findings of this study, the design of the study, his conclusions, the suggestion and recommendations based on his findings, the details of data collected, the method he has adopted for selecting the sample, the tools he used for analysis the hypotheses he has set his set objectives, the limitation of his study etc..It is the end product of research activity. It is a technical activity that demands all the skills and patience of the researcher.

A vast amount of planning and preparation is necessary for organizing and writing the report. Perfection in a research report is achieved by continuous and persistent thought and creative and intelligent writing. There are no standard criteria for the organization of a report. They depend on problem, novelty, familiarity, nature, volume of facts, technique of analysis and so on.

Objectives of a Report :-

1. Reports provide information to those who are in need of it.
2. It provides information for planning and co-ordination o business activities.

3. Reports give information to investors speculators, government, customers and the people at large.
4. This provides base to formulate alternative proposals relating to an issue.
5. Reports acts as an a historical document to take decision in future.
6. Report normally presents facts and suggestions to an enquiry.
7. It acts as a tool in conducting performance appraisal.
8. An effective report should be simple, clear, brief and should be based on reliable factual information.

TYPES OF BUSINESS REPORTS :

I. On the Basis Of Legal Formalities :

- a. Informal Report : It is usually in the form of a person-to-person communication. It may range from a short almost fragmentary statement of facts on a singly page to a more developed presentation taking several pages.
- b. Formal Reports : A Formal report is one which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority.

II. On the Basis Of Frequency :

- a. Periodic or Routine : These are prepared and presented at regular prescribed interval in the usual routine of business.
- b. Special Reports : These are related to a singly occasion or situation. A report on the desirability of opening a new branch or on the unrest among staff in a particular branch is special reports.

III. On the Bases of Function:

- a. Information : If a report merely present facts pertinent to an issue or a situation it is informative.

- b. Interpretative : If it analyses the fact, draws conclusions and makes recommendations it is analytical or interpretative or investigative.

IV. On the Bases of the Nature of the Subject dealt with

- a. Problem determining report : It determine causes the underlying a problem or to ascertain whether or not the problem actually exists.
- b. Technical Report :In this present data on a specializes subject with or without comments.

V. On the Basis of the Number of Persons entrusted with Drafting of Reports

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- a. Report by Individual : Report submitted by an individual like personnel manager and related to the work in their own department.
- b. Report By Committee ; The report prepared by a group members ie., committee in formal style.

CHARACTERISTIC OF A GOOD REPORT

Precision

In a good report the writer is very clear about the exact purpose of writing it. Precision gives a kind of unity an coherence to the report and makes it a valuable document.

1. Accuracy Of Facts

The scientific accuracy of facts is very essential to a good report since reports invariable lead to decision-making, inaccurate facts may lead to disastrous decisions.

2. Relevance

The facts presented in a report should be not only accurate but relevant also. While it is essential that every fact included in a report has a bearing on the

central purpose it is equally essential to see that nothing relevant has escaped inclusion.

3. Reader-Orientation

A good report is always reader oriented while drafting a report it is necessary to keep in mind the person who is going to read it.

4. Objectivity of Recommendation

If recommendation are made at the end of a report, they must be impartial and objective. They should come as a logical conclusion to investigation and analysis. They must not reveal and self interest on the part of the writer.

5. Simple and Unambiguous Language

A good report is written in a simple, unambiguous language. It is a kind of scientific document of practical utility, hence it should be free from various forms of poetic embellishment.

6. Clarity

A good report is absolutely clean clarity depends on proper arrangement of facts. The report writer must process systematically.

7. Brevity

A report should be brief. It is not difficult to define brevity in absolute terms nor can brevity be laid down as a rule. All that can be said is that a good report is as brief as possible.

8. Grammatical Accuracy

The grammatical accuracy of language though listed at last in the characteristics of a good report is of fundamental importance. It is one of the basic requisites of a good report as of any other piece of composition.

RESEARCH REPORT- TYPE

a. Technical Report

b. In this type of report the scholar should focus on

1. the methods employed.
2. assumptions made in the course of the study
3. the detailed presentation of the findings.

Output

1. Summary of results (executive summary)
2. Nature of the Study
3. Objectives, hypothesis
4. Data types, & analysis
5. Tools of analysis
6. Methodology – sample design, size, selection.
7. Data – Sources, characteristics & limitation
8. analysis of data & presentation of findings.
9. Conclusions
10. Bibliography
11. Technical appendices
12. Index

The order presented may vary in different reports even the different sections outlined above will not always be the same, nor will all these sections appear in any particular report.

Popular Report

The popular report is one, which gives emphasis on simplicity and attractiveness. The simplification should be sought through clear writing, minimization of technical, particularly mathematical details and liberal use of charts and diagrams. Attractive layout along with large print, many subheadings over an occasional cartoon is the characteristic feature of the popular report.

Outline

1. The findings and their implication.
2. Recommendation for action
3. Objective of the study
4. Methods employed
5. Results
6. Technical appendices.

There can be several variations of the form in which a popular report can be prepared, the only important thing about such a report is that it gives emphasis on simplicity and policy implications from the operational point of view avoiding the technical details of all sorts to the extent possible.

c. **Oral Presentation**

This type of reporting takes place in public viva voce examination. The researcher would present the details of his work orally. He may use different methods of presentation like overhead projector , slide projector, simple presentation on board, printed matter etc.

The flow of language style adopted, delivery speed, gestures and gesticulation, body language etc will all determine the effectiveness of oral presentation. In such presentation, the researcher should avoid unnecessary elaborations, affecting sentiments, creating controversies attack on any ideals or beliefs and most important details which are not most important details which are not

supported by facts or evidences.He should maintain a logical sequence in his presentations.