

CONTENT OF RESEARCH REPORT



Subject: BUSINESS RESEARCH METHODS

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INTRODUCTION



- Research report begins with an introduction
- good introduction is a clear statement of the problem or project and why you are studying it
- it leads into the main subject matter by giving the necessary background of the report, its aims, premises, scope, limitations, approach intended audience, possible benefits and any instructions that may be useful for the reader
- dual objectives:
 - to introduce the problem in a suitable context
 - to arouse the readers interest

SIGNIFICANCE OF THE STUDY



- One must explain how his research is different and how his research topic is different and how his research report is important.
- It provides the relevance of the study of the selected topic and a study about it in the present scenario.
- it shows the benefit of conducting the selected study and application of its finding to the society and public.
- information relating to the coverage of the study has been given.
- i.e., the details regarding the boundaries within which the study is carried out.

STATEMENT OF THE PROBLEM



- A research problem should be given in the form of interrelated statements or research questions.
- it is said that *“A problem clearly defined is problem half solved”*.
- the researcher should take all the efforts to define the research problem in clear and unambiguous manner.
- a research problem is an issue or situation that needs to be addressed by the researcher.
- A research problem should provide answer to the question ‘why a particular research/ project is to be carried out?’

OBJECTIVES OF THE STUDY



- These are statements that are set to attain the results or solution to a problem of research/ project.
- It should be specific, measurable and logically arranged.
- These are set in accordance with statement of the problem.
- It is usually starts with 'to'. For example:
 - To identify the factors that leads to the selection of a product.
 - To study the awareness level of the public regarding the implication of GST on product price.

RESEARCH METHODOLOGY



- **It is a guiding lamp of any project/ research.**
- **it tries to answer various questions like, *when to conduct a research, where to conduct a research, what kind of data to be used for study, what is the source of data, period of the study, question regarding sample size, details regarding sampling design, tools used for collecting data, tools used for analysing data etc.***
- **The research design are different types namely, descriptive, fundamental, exploratory, analytical, experimental, etc.**



Sub heads:

- ❖ Data Collection
 - ❖ Primary Source
 - ❖ Secondary Source
- ❖ Sampling Design
- ❖ Sample Size
- ❖ Tools for Data Collection
- ❖ Tools Used for Analysis
- ❖ Period of the Study

LIMITATIONS OF THE STUDY



- **If there is any limitations are identified after completion of the work, it should be clearly given in the report.**

LITERATURE REVIEW



One will get guidelines for his research from taking a review of literature. He should collect information in respect of earlier research work. He should enlist them in the given below:

- Author/ researcher
- Title of the research/ Name of book
- Publisher
- Year of publication
- Objectives of his study
- Methodology used
- Major findings
- Conclusion/ suggestions

FACTS PRESENTATION



- In the case of field work, the findings should be continued by supporting statistical tables, charts, diagrams and so on.
- if it is a bibliographical research, the findings should be followed by sufficient reference of the source.
- Mainly the data collected from primary source need to be interpreted in a systematic manner.
- the tabulation must be completed to draw conclusions. All the questions are not used for report writing.
- One has to select them or club them according to hypothesis or objectives of the study.



- Findings may be positive or negative.
- whatever may be the findings, the basic rule in presenting it is that to give all the evidence relevant to the research problem, whether the results are in accordance with the investigator's views or not.
- while presenting the findings following points are to be considered:
 - it should be simple and understandable.
 - it should be written in a sequence order.
 - it should be clear and precise.
 - simple language should be used to present findings.



- In relation with the objectives of the study, the analysis of data may lead the researcher to pin point his suggestions.
- It may be acceptable or not.
- Sometimes it may not be correct.

CONCLUSIONS



- It is the researcher's final assessment about the data and findings.
- Conclusions are drawn from evidence, analysis, interpretation and evaluation presented in the report.
- The researcher has to look back the work done with the facts, findings and implications and look forward to the application of the findings and implications.
- While writing conclusions the researcher should suppress his personal prejudices so as to prevent possible alternative conclusions.

SUMMARY OR ABSTRACT



- It is a short summary of the research.
- It is intended to describe the work without going into great detail.
- It should be self-contained and concise, explain the work briefly and clearly as possible.
- It should be independent (can be read on its own), comprehensive (covers all the main points), clear and concise.
- As a general rule, it should be short, only 10-15% of the length of the report, and should be written in full sentences and paragraphs.