



TRINITY COLLEGE FOR WOMEN NAMAKKAL

Department of Commerce

RESEARCH METHODOLOGY

19PCM09 -ODD Semester

Presented by

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RESEARCH REPORT

The research report is the final stages to be completed in the process of the research. It is an important part of the research study. In research report, researcher will have to make complete account of the research activity conducted.

TYPES OF REPORT WRITING?

❖ SHORT REPORT

Short reports are appropriate for studies in which the problem is well defined. Such studies of limited scope require only limited time, personnel and money, and for it methodologies are simple and straight forward.

❖ LONG REPORT

TECHNICAL

- ✓ **Summary of details**
- ✓ **Nature of the study**
- ✓ **Methods employed**
- ✓ **Data**
- ✓ **Analysis of data and presentation of findings.**
- ✓ **Conclusions**
- ✓ **Bibliography**
- ✓ **Technical appendices**
- ✓ **Index**
- ✓ **Popular**

POPULAR REPORT

- ✓ **The findings and their implications**
- ✓ **Recommendation for action**
- ✓ **Objective of the study**
- ✓ **Methods employed**
- ✓ **Results**
- ✓ **Technical appendices**

MECHANICS OF RESEARCH REPORT.

- Preparation of draft
- Space for correction
- Paper size and quality
- Size of thesis
- Presentation
- Foot notes and bibliography
- Heading and subheadings
- Use of tables, figures
- Quality of diagram's
- Pagination

CONTENTS

PRELIMINARY PAGES

- ✓ Title
- ✓ Certificate
- ✓ Declaration
- ✓ Acknowledgement
- ✓ Table contents
- ✓ List of tables
- ✓ List of figures
- ✓ List of appendices

BODY OF TEXT

- ✓ **Introduction**
- ✓ **Review of literature**
- ✓ **Methodology**
- ✓ **Period**
- ✓ **Area**
- ✓ **Sources of data**
- ✓ **Sample design**
- ✓ **Main text**
- ✓ **Limitations**

REFERENCE MATERIAL

- ✓ **Bibliography**
- ✓ **Appendix**
- ✓ **Index**

Good Form and Content:

The following points are to be considered while drafting a report.

- A report is **prepared in well classified paragraph** with suitable heading and sub-heading if possible.
- The **title of the report explains the purpose** for which the report is prepared and the period covered by the report. For example: Report of the Performance of Sales Representatives of January 2011.
- The title also enables to point out the persons who need the report.
- If statistical figures are to be given only significant figures given in the body of the report and other **detailed figures should be given in appendix.**

- **The reports should contain facts and not opinions.** The opinions are given if necessary
- **The report must contain the date of its preparation and date of submission.**
- Sometimes a report is prepared on the basis of request made by the management. If so, **the report should bear the reference number of such request or letter.**
- A report is prepared to satisfy only one purpose. **Separate reports be prepared for different subjects.**
- **The contents of the report should be in a logical sequence.**

THANK YOU

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