



“बेटी बचाओ, बेटी पढ़ाओ”

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- Program** - BBA III SEM
- Course Name** - Research Method in Business

Academic Day starts with saying

‘**Namaste**’ by joining Hands together following by 2-3 Minutes
Happy session, Celebrating birthday of any student of respective
class and **National Anthem**.

Lecture Starts with Review of previous Session

Topic to Be Discussed Today: The Research Report

The writing of research report is usually the concluding task of the research Endeavour. Everything is combined together during the writing of the report. This is the point at which the research must be essentially reproduced in written form. It is a matter of communicating what was done, what occurred, and what the results mean in a concise, understandable, accurate and logical manner. This is not the difficult task because the researcher has gone through these tasks which he has to reproduce in the same order. Good research reports are not easily written. The report writing is a skill it must be acquired by the researcher. Since the written report is an account of research project, the organization of the report follows quite closely the organization of the research project. The writing

of the report is usually associated with the close of the research for project; few portions of writing may be done while the research study is in progress. The preliminary drafts of the review of the literature can be written and revised and brought up to-date later. Research procedures can be recorded as the project is conducted and while it is fresh in the researcher's mind. It is difficult to write from memory and avoid serious omissions.

The writer should assemble the available information's before taking to the writing work. Mechanical procedures for presenting foot notes, references, figures, tables and the like should be well in mind. In the interest of efficiency and continuity, relatively lot of time should be reserved for the writing work. The research report should contain all the necessary data and at the same time it should be brief and to the point. There is usually considerable changing and rewriting before the final draft. The report is also known as thesis or dissertation.

NEED OF RESEARCH REPORT

Writing a research report is very challenging task for the researcher. A good research report requires sufficient-experience and insight about his research activities. A research report is needed due to the following reasons:

- The research must be reported in full and its results should be subjected to a criticism and verification.
- The research work is done for the benefit of human being; therefore, it must be communicable to the general public for the practical use.
- The research should be considered to be the culminating act for reflective thinking. It encourages other persons to take up some problem for further investigation.

- The research report requires the creative thinking of a researcher to review the related studies and discussing the result of the study and also suggest some new problems for further studies.
- The research report is also necessary for giving shape and form to the investigation and solidifying it.
- It is needed for providing a clear picture of research method, sample and techniques used in conducting the research work.
- The research report is meant for popularizing the new contributions in the discipline.

GENERAL FORMAT OF RESEARCH REPORT

A written format of a research work is known as thesis or research report. All such works may differ considerably in scope of treatment and details of presentation. Even then all types of research reports are expected to follow a general uniform, common pattern of format, style and structure. The general format of research report is evolved and it has become a tradition in academic area. A research report or thesis is an organized format of research work done. It is viewed in three major categories:

- A. Preliminaries
- B. Textual Body and
- C. References

Each category has been outlined further as follows:

- A. Preliminary Section
 1. Title of the page
 2. Preface
 3. Acknowledgement
 4. Table of content

5. List of tables (if any)
6. List of figures (if any)

B. Main Body of Report or Textual Body

1. Introduction
 - a) Statement of problem
 - b) Objectives of the study
 - c) Hypotheses of the study
 - d) Significance of the problem
 - e) Assumptions and delimitations
 - f) Definitions of Important terms used.
2. Review of related literature.
3. Design of the study
 - a) Method and procedure used
 - b) tools of research or sources of data
 - c) Techniques of data collection
 - d) Description of techniques used.
4. Analysis and presentation of data
 - a) Analysis of data
 - b) Tables and interpretation
 - c) Figures and interpretation
5. Conclusions
 - a) Discussion of results
 - b) Discussion of results

- c) Implication of the findings and limitations
- d) Suggestions for further studies.

C. Reference Section

- 1. Bibliography
- 2. Appendices (if any)

University Library Reference:

Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International

Online Reference:

- 1. Burnard, P. (2004). Writing a qualitative research report. *Accident and emergency nursing*, 12(3), 176-181.
- 2. Hyett, N., Kenny, A., & Dickson-Swift, V. (2014). Methodology or method? A critical review of qualitative case study reports. *International journal of qualitative studies on health and well-being*, 9(1), 23606.

Competitive questions from today topic (2 questions Minimum)-

- 1. **The first page of research report is**
 - I. Title page
 - II. Appendices
 - III. Both of these
 - IV. All of the above

2. **The last page of research report is**

- I. Title page
- II. Appendices
- III. Both of these
- IV. All of the above

Questions to check understanding level of students-

- 1. Discuss the meaning and general format of research report