

Ans 2

Research Report

A report may be defined as a formal document based on collection of facts, even an opinion and usually expresses a summarized and interpretative value of information.

It can be defined as communication in which a person, who is assigned the work of report making gives information to some individual or organization because it is his or her responsibility to do so. The word 'report' is derived from the Latin word 'reportare' ^{re} means to bring back.

Objective of Reports:

to give information about the organization's activities, progress, plans & problems.

- DATE: / /
2. To record events for future reference in decision making
 3. To recommend specific action
 4. To justify and persuade readers about the ~~method~~ action in controversial situations
 5. To present facts to the management to ~~use~~ help decide the direction the business should choose.

Essentials of Research Report.

- 1) Scientific approach
- 2) Logic and objective
- 3) Research creativity
- 4) Multiple methods
- 5) Interdependence of Model and ~~Real~~ Data
- 6) Cost and value of Information
- 7) Scientific Integrity
- 8) Healthy skepticism
- 9) Verification
- 10) Marketing ethics

1. Scientific approach:

The integrity as well as integrity of the scientific approach needs careful observation, hypothesis formulation, organisation and interpretation of data, testing for the advancement of knowledge and material gains.

2) Logic & Objective:-

The purpose of research is to find out facts which inferring inferences or generalisation is must - such drawing must be logical, meaning there by a method which is used for researching the good, knowing reality and objectively working is fundamental to all researchers, a competition as well as collective enterprise would serve the objectivity

3) Research creativity! Research develops innovative and creative ways to solve a problem.

4) Multiple Method! A good research does not depend upon one method. It gathers information from multiple sources using multiple methods.

5) Interdependence of models & data. Research recognise that the facts derive their meanings from models of the problem. even models guide the type of information sought and therefore should be made as explicit as possible

6) Scientific Integrity Information is to be gathered from multiple sources through appropriate techniques.