

B COM (PROG)

SEM IV

ENGLISH LANGUAGE

Notes by SHIBANI PHUKAN

TOPIC: REPORT WRITING

Last time, we discussed what is report writing, the various types of reports, the frequency of reports and so on. Let us now move on to understanding more about the two main formats of report writing - short and long.

SHORT REPORT

A short report is submitted in a letter or memorandum format. You are already familiar with the format of a formal letter and a memorandum, but let us do a quick revision of the same. It is IMPORTANT to remember that the letter or the memorandum format is the one you would be using to answer any questions on report writing for the purpose of the examination.

Memorandum Format:

ABC Company Pvt. Ltd.

New Delhi

Ref No: 0032

Date: 24 April, 2020

To: Dr Manoj Singh, CEO

From: Mrs Poonam Shah, Media Head

Subject: Launch programme of new product

In view of the forthcoming launch of a new product from our company, a chocolate drink named Brownie, I would like to inform you that we have finalised the advertising expenditure and promotion plans for the same. The expenses that will be incurred for the same are as given below

ADVERTISEMENT

PRINT: 5 lakhs

ELECTRONIC: 1 crore

SOCIAL MEDIA: 1 crore

PROMOTION:

Events: 2 crores

Venue: 5 lakhs

Celebrity invitee: 2 crores

The report is being submitted for your valuable feedback and approval.

Signature

Poonam Shah

LETTER FORMAT

ABC Company Pvt. Ltd.

Ref No: 0032

Date: 25 April, 2020

Dear Mr Manoj Singh

Subject: Product launch media activities.

Body of the letter ...

Yours sincerely,

Poonam Shah

Media Head

Enclosures:

1. Account of proposed expenses
2. List of venues
3. List of celebrities for endorsement tie-ups

LONG REPORT

1. Title page/cover page: This is the first page of the report. It includes the title of the report (in block letters) and the name/names of the people who have written the report. The date of submission is also mentioned on this page.

2. Certificate of Originality: It is a brief report written using the letter or the memo format, to introduce the report to the one it has been addressed to.
3. Table of Contents: This is similar to the contents page of any book. The contents are listed in a tabular form along with the page number. The title of each chapter, and a sub-heading may also appear in this table of content.
4. Synopsis: A brief summary of the actual report is written as a synopsis. It includes the purpose of the report, the methodology used, the main findings, the analysis in brief, and also the primary suggestions, if any.
5. The main report comprises of an Introduction, the Body, a Conclusion and Recommendations, if any.
6. Appendix: Any material that is seen as important but cannot be incorporated in the main report is attached as an appendix.
7. Bibliography: This is a list arranged alphabetically of the primary or secondary sources you have referred to or mentioned during the preparation of your report.
8. Index: this is a list but topic-wise of all topics mentioned in a report along with the page numbers on which these topics are mentioned.
9. Signature: The report has to be signed by the one/ones who have prepared and written the report. This is important as this is an official document and can be used for legal purposes.

Things to Keep in Mind While Writing a Report:

- Understand the purpose, intent, function of the report.
- Research well.
- Be diligent in collecting the necessary material.
- Get the facts and figures right.
- Make sure you have material to support each of your findings.
- If it is a collective report, assign different topics with consensus.
- Edit anything which is irrelevant.
- Make a draft. Revise. Finalise. Make it error-proof.

