

Unit II – EXERCISE 1

1. Explain 7 Cs of Business Communication.
2. Define Report.
3. Write Characteristics of a good Report.
4. What are the points you will bear in mind while writing a report?
5. Differentiate between Summary and Abstract.
6. Explain various types of reports.
7. Write the significance of report writing.
8. Write the structure of a report.

Q. 1. Explain 7 Cs of Business Communication.

The Seven Principles of Business Correspondence / 7 Cs of Business Communication:

- 1. Consideration / Conversational (You attitude)**
Try to visualize your reader's circumstances, problems, emotions, their desires etc. and indicate that you understand these by using your words with care. If you are writing a sales letter, show the recipient how the product would be beneficial for them. When you write with consideration, you generate goodwill.
- 2. Courtesy (Be courteous)**
Be courteous and polite. Avoid making negative statements and an accusatory tone accusing the recipient. eg. Instead of writing, "You did not send the cheque", use "The cheque wasn't enclosed." Even if you are writing a complaint letter, your tone must be polite and courteous at all times.
- 3. Clarity (Be clear)**
One has to be clear and specific in their letter. The words used should be unambiguous and not vague (unclear). Avoid giving abstract (summary) information.
Eg. Instead of 'visualize', use 'see'. Instead of 'at the present time', write 'now'. Instead of using 'the website is now fully operational with the e-commerce functionality setup', write 'the company has launched its website'.
- 4. Concreteness (Be convincing)**
A good business letter always provides concrete information (specific information).
Eg. Instead of saying, "I expect the consignment/order to reach me at the earliest", use "I expect the order to be delivered to me by 21st of March 2013."
- 5. Correctness**
Correctness of both – the expression and the information should be followed.
While writing a business letter, the principle of correctness should be followed. The writer must ensure correctness in his tone, format and information that he provides in the letter. The facts mentioned must be true and correct. Grammatical structures and spellings should be correct.
- 6. Conciseness**
Use only necessary details and short sentences. Be direct and avoid long redundant (lengthy & unnecessary) expressions.
Use the "Keep it short and simple" formula.
- 7. Completeness**
Provide complete information in the letter. Whatever information has been asked and whatever information you want to get should be clearly mentioned.

Q.2 Define Report.

Report:

The word report has been derived from the **Latin word 'reportare' which means to bring back** to someone who was not present, the description of an event.

Generally speaking, a report means, to give an account of something seen, heard, done etc.

J. Staneley Jones, while defining a report says, "A report is a special form of narrative which aims chiefly at conveying information based upon facts".

Thus report is a type of narration, but of a special type.

Generally in simple narratives the writer wants to attract the readers' attention by adopting certain ways. But in report writing, the main thrust of a writer is to provide information in a scientific way. There is no place for exaggerated or hyperbolic expressions (make something seem greater or more important than it really is).

Q.3. Write Characteristics of a good Report.

Characteristics of a good Report:

A report is used for various purposes by various departments such as industry, government, business or in the projects of science, engineering, medicine, research and space.

The aim of a report is to convey information. This implies that facts should be imparted in direct, straight forward style.

The important features of a good report can be summed up under the following points-

- (i) Brevity – Brevity is the soul of wit', said Shakespeare.
- (ii) Clarity- Use of simple words and sentences.
- (iii) Accuracy – Correctness of expression
- (iv) Based on Facts
- (v) Objectively written (free from personal bias)
- (vi) Logical arrangement of ideas, where one idea leads to another

Q.4. What are the points you will bear in mind while writing a report?

Report writing is an art. There are certain points which a report writer must bear in mind while writing a report. Some of which are as following:

- i) At the outset reporter should note the purpose of the report.
- ii) He should also see to whom the report is to be submitted.
- iii) The time limit, within which he will have to prepare the report, should be kept in mind.
- iv) What will be the impact of the report on the business and the businessman should also be kept in mind.
- v) Whether it is a newspaper report or a formal report, the reporter should have in mind the image of report's formal format, which should include the following:
 - a) Title of the report
 - b) Introduction
 - c) Procedure used to find facts
 - d) Findings of the report
 - e) Conclusion or recommendations or suggestions

Q. 5. Differentiate between Summary and Abstract.

- i) Summary and abstract are miniature versions of a report.
- ii) Both summary and abstract contain the main points and basic details of the entire report.

- iii) Broadly speaking, the two terms - Summary and abstract are considered synonyms yet there is a fine difference between a summary and an abstract.
- iv) Summary is little larger than abstract.
- v) Both summary and abstract are short restatements of another document.
- vi) A summary restates major findings, conclusions and support data found in a document.
- vii) An abstract is generally the shorter version of a journal article.
- viii) An abstract is little more concentrated form of a report than the summary.

Q. 6. Explain various types of reports.

Types of Reports:

Reports are of various kinds, some of them are as following:

- (i) Annual Reports
- (ii) Census / Survey Reports
- (iii) Special Reports
- (iv) Confidential Reports
- (v) Market Reports
- (vi) News Paper Reports
- (vii) Project Reports
- (viii) Reports on Seminars & Debates
- (ix) Memorandum Report (Memo)
- (x) Blank Form Report

(i) Annual Reports:

Annual reports may be called periodic reports because at the end of the year, business organizations publish their reports on the routine activities and future policies of the organization. Generally such reports are used to inform the share holders, directors or members of the organization.

(ii) Census / Survey Reports:

Census or survey reports are used to find the consensus or mandate of the people on various issues related to them. Also to find the population of countries these reports are prepared.

(iii) Special Reports:

The special reports are the formal reports submitted by certain individuals or committees. Special reports are not only statements of facts but they include the opinion of the writer. Writer gives his recommendation/conclusion at the end.

(iv) Confidential Reports:

These reports are also special reports indirectly, written by the superiors about the work and conduct of their juniors.

Such reports deal with facts as well as opinions.

(v) Market Reports:

The reports which are given by the experts who are constantly in touch with the prevailing market conditions are called market reports.

(vi) News Paper Reports:

The real time reports on different aspects of life are known as News paper reports. The journalists report the situation objectively.

(vii) Project Reports:

Project reports are reports mentioning the details of various projects. These may be prepared for various purposes such as to win contract for carrying out various work services or on completion of various project works mentioning all the details of the project.

(viii) Reports on Seminars and Debates:

These reports are prepared on the proceedings of seminars and debates for the purpose of publication.

(ix) Memorandum Report: (Memo)

Memorandum is a kind of report that circulates within and among various departments of a company or organization.

In more simple terms, **a memo may be known as an Inter-office Communication.**

The day to day operations of a company depends on memos. Hence writing memos is an important job responsibility. Memos report everything from results to announcement of meetings. Hence, memos should be written quickly and clearly.

A memo includes the following chief headings-

Date, To, From, Subject and Main body

As a memo is a brief report, brevity or conciseness is one of its essential qualities.

(x) Blank Form Report:

A blank form report simply refers to a blank prescribed form which is periodically presented by filling that blank form. Thus, an appraisal report if presented only by filling a blank prescribed form is too known as the Blank Form Report.

Q.7. Write the significance of report writing.

SIGNIFICANCE OF REPORT WRITING:

1. Reports give consolidated, factual & updated information

A report provides consolidated, factual and an up-to-date information about a particular matter or subject. Information in the report is well organized and can be used for future planning and decision making.

2. Reports as a means of internal communication

A report acts as an effective means of communication within the organization. It provides feedback to employees. It is prepared for the information and guidance of others connected with the matter / problem.

3. Reports facilitate decision making and planning

Report provide reliable data which can be used in the planning and decision making process. It acts as a treasure house of reliable information for long term planning and decision making.

4. Reports disclose unknown information

Reports provide information, which may not be known previously. The committee members collect data, draw conclusions and provide information which will be new to all concerned parties. Even new business opportunities are visible through unknown information available in the reports.

5. Reports give Information to employees

Reports are available to managers and departments for internal use. They are widely used by the departments for guidance. Report provide a feedback to employees and are useful for their self-improvement.

6. Reports give reliable permanent information

The information provided by a report is a permanent addition to the information available to the office. We have census reports (prepared since last 100 years) which are used even today for reference purpose.

7. Reports facilitate framing of personnel policies

Certain reports relating to employees are useful while preparing personnel policies such as promotion policy, training policy and welfare facilities to employees.

8. Reports give information to shareholders

Some company reports are prepared every year for the benefit of shareholders. Annual report for example, is prepared and sent to all shareholders before the AGM. It gives information about the progress of the company.

9. Reports give information to the Secretary/Registrar

Annual report and annual accounts are sent to the Secretary / Registrar every year for information. Such reports enable the government to do supervision of the companies.

10. Reports help in solving the problems

Reports are useful to managers while dealing with problems faced by the company. They provide guidance while dealing with complicated problems.

11. Reports help directors to take prompt decisions

Company reports relate to internal working of the company and are extremely useful to directors in decision making and policy framing. Reports give reliable, updated and useful information in a compact form.

Q.8. Write the structure of a report.

REPORT: STRUCTURE

A report is said to have three parts, namely:

- a. Front Matter
- b. Main Body
- c. Back Matter

a. Front Matter:

1. **Cover Page:** Title of report, name of writer and date
2. **Title Page:** Title of the report, name of writer and approved by
3. **Copyright notice:** © 2022 by ABES Engineering College. All rights reserved. This material may not be duplicated for any profit driven enterprise.
4. **Table of Contents:** Lists various sections of the report and page numbers on which that appear. Lists of headings and subheadings into which the content of the report has been organized.
5. **Acknowledgements:** In this section the writer expresses his thanks to those persons who have been helpful to him in the preparation of the report. He will mention the name and designation of those persons.
6. **Summary / Abstract:** Summary or abstract is the shorter version of the report.

b. Main Body:

1. **Introduction:** Purpose of the report, scope of investigation, procedure adopted for investigation, back ground of the project.

2. **Discussion:** This section of the report includes detailed description of the report and also a discussion of the problem in detail.
3. **Conclusion:** Consists of most significant data and ideas of the report.
4. **Recommendations:** This section consists of recommendations and suggestions made by the investigating persons for improvement, but all formal reports does not make a recommendation.

c. Back Matter:

1. **Appendices:** Supplementary information of highly technical nature which cannot be placed in the main body of the report e.g. tables, data, figures etc.
2. **Notes and References:** This section consists of use of actual ideas or words of others using MLA (Modern Language Association) & APA (American Psychology Association) formats.
MLA Format: (Modern Language Association)
After the quotation cite the source of information parenthetically. [Author's Name, Book Name, Page No.],
e.g. [Elson, Post War British Theatre, P.85]
APA Format: (American Psychological Association)
After the quotation cite the source of information parenthetically. [Author's Name, Book Name, Year of Publication, Page No.],
e.g. [Elson, Post War British Theatre, 1981, P.85]
3. **Bibliography:** This section consists of alphabetized list of sources on the final page of the report. These sources may include a list of books, periodicals, interviews etc. and citation of these references is known as bibliography.
4. **Glossary:** This section consists of list of unfamiliar words or uncommon technical terms which are beyond the understanding of a common reader.
5. **Index:** In long reports index includes the words or the technical terms and also different page numbers on which that word appear.