

2. Study the following table and match different descriptions of reports (left column) with appropriate types of reports (right column):

<i>Different descriptions of reports</i>	<i>Types of reports</i>
1. Lengthy reports	(a) Informational
2. Presentation of routine information	(b) Analytical
3. Data on periodic and situational activities without analysis	(c) Routine
4. Short reports	(d) Special
5. Presentation of specific information	(e) Formal
6. Analysis of data to persuade readers	(f) Non-formal

FORMATS OF REPORTS

As listed in Table 25.2, there are four common formats of reports, that is, printed forms, letter format, memo format, and manuscript format. The choice of format can be made according to the nature, length, scope, and function of the report, and type of audience.

Table 25.2 **Formats of Reports**

<i>Format</i>	<i>Description</i>
Printed forms	Forms prepared to record for repetitive and routine data
Letter format	Short informal reports to be communicated to someone outside an organisation
Memo format	Short informal reports to be communicated to someone within an organisation
Manuscript format	Formal reports printed on plain paper

Printed Forms

Printed forms are generally used to collect routine information. For example, a company may keep printed forms for recording daily production or monthly sales. Similarly, an organisation may use printed forms for trip reports, conference reports, laboratory reports, inspection reports, confidential performance reports, and so on. Using a printed form is quite simple because the person filling it is just required to fill in the blanks, or tick against the listed items. Detailed descriptions or discussions need not be provided.

There are four formats of reports: printed forms, letter format, memo format, and manuscript format.

There are three main advantages of using printed forms for reporting. Firstly, they are systematic and make for easy reading. The readers can easily locate and identify important information. Secondly, they are more objective and factual with little scope for the writer to be subjective about the content. There is no subjective interpretation of the material used in the report. Facts are recorded quite objectively. Finally, they save time. It is less time consuming to prepare a report in printed form than preparing reports in other formats. Figure 25.3 gives an example of a report in printed form.

Report on Participation in Professional Conference

TOUR REPORT

Office order No. 14789/2005 dated 04-01-2005

Name of the officer:

Designation:

Address:

Kumar Abhishek
Senior Marketing Manager
Regional Office, Syndicate Consultancy Services Pvt. Ltd.
Nayadeep, Andheri (W), Mumbai-53
Emerging concepts in Sales and Marketing
Indian Management Association
Hotel Tajmahal, Mumbai
January 14 – January 18, 2005

Name of the conference:

Name of the Organiser:

Place of Conference:

Duration of Conference:

Organisation of Conference:

(a) Sponsors of the Conference:

1. Tata Consultancy Services
2. Air Sahara
3. Reliance Industries
4. Indian Airlines

(b) Number of Participating companies: 25

(c) Number of sessions: 12

(d) Number of presentations: 32

Date: 27th January, 2005

Signature: Kumar Abhishek

Fig. 25.3 Printed Form

Letter Format

The letter format may be used for short reports that have to be communicated to someone outside an organisation. A letter format contains all the elements of a letter along with some additional sections such as illustrations, references, and so on. Headings may be used in a letter report. The letter format may be used for informational, analytical, routine, special, or non-formal reports. For example, there is an accident on the shop floor in a company and report has to be sent to the insurance company. Other examples of the letter format include evaluation reports, feasibility reports, survey reports, legal reports, and so on. Figure 25.3 shows an example.

ALPHA CONSULTANCY PVT. LTD.

C-21/12, Ring Road, Delhi-110 052

www.alphagroup.com

January 31, 2005

Mr G Ravi Kiran

Chief Safety Officer

NDP Limited, NDPL Building

37-D, Jawaharlal Nehru Road, Kolkata-700 071

SUBJECT: MINE INSPECTION REPORT

Dear Mr Ravi Kiran:

The Alpha Consultancy team inspected the AP section of the IV Seam in NDP Colliery to collect various parameters to determine the Rock Mass Rating (RMR) of the roof. A detailed description regarding different locations visited is given below:

Location A: Shaft Level East I (Rise)

Roof rocks were exposed at this place upto a height of 3 meter by blasting to study the rock types and layer thickness. Three rider seams of thickness varying from 3.5 to 4 centimeter are observed at different horizons. Samples were collected for petrographical study.

1. Litho types

Major litho types observed in sequence were sandy shale, shaly sandstone, sandstone, and grey sandstone. The rider seam 1 (3.5 centimeter thick) occurs in between sandy shale and shaly sandstone. Rider seam 2 (4 centimeter thick) is found between shaly sandstone and sandstone. Rider seam 3 (4 centimeter thick) is observed between sandy shale and grey sandstone. The presence of rider seams in between relatively competent beds is a point of concern from the point of view of the stability.

2. Joints

Three sets of joints were observed. Vertical joints were observed in the roof rocks with a joint intensity of 2.5 numbers per metre length and another joint set spacing was found to be about 4 numbers per metre length. The third joint was found to be oblique to the earlier joint sets. It was also observed that the coal seam just below the roof was well cleated bituminous coal.

3. Other Structural features

A dyke having thickness of 4.5 meter was observed running from North to South throughout the property. Slickensides were seen close to the dyke. Minor slips were also observed.

4. Water seepage

No water seepage was noticed and the roof was completely dry.

Location B: Shaft Level East II (Rise)

Roof fall upto the horizon of rider seam 3 was observed. This fall might have been caused as a result of water seepage (which was at the rate of about 20 ml/min at the time of investigation). Supports were provided at the middle of the gallery with a width of the gallery being 4.6 meter. The location under investigation was proposed to be the haulage point. Roof drilling using electric drills for bolting was attempted in the beginning and it was found that drilling the sandstone roof was difficult due to excess wear and tear of the bit. Thus, roof bolting could not be done.

Location C: Shaft Level East III (Rise)

A fault with a downward throw of 2.5 was seen. Slickensides were seen nearer to the fault upto a length of 5 meter.

Location D: 1 E Dip (North to South)

Upon general inspection of the dip gallery, of width varying from 4 to 4.6 m, it was found that the gallery was stable. Only at some places (gallery and junctions) pit props were provided at the centre of the gallery. No water seepage was seen.

Location E: 2 E Dip /2 L

This is the haulage level with steel pit prop supports placed at 2.2 metre centre to centre.

Location F: 6 D/2 E Level

Face blasting was carried out at this location.

Location G: 2 L

Side fall was observed in the level gallery.

Location H: 2 EL/ID

The galleries are six months old and the roof was found to be dry and intact.

Location I: IR/10 EL near Main Dip

Gallery width is only 4 meter and water seepage from the roof was around 20 ml/min.

Location J: 10LW/ID near Main Dip

Slips were found.

Location K: 7 LW/IR

Junction was observed for its stability. It was found that the roof was intact with a single wooden prop at the centre.

Location L: Drift from IV to V seam

A downthrow fault was observed. The roof rocks were studied for RMR determination. The roof was found to be dry.

The inspection team included Dr Suresh Patra, Dr Seema Biswas, Mr Animesh Kumar and Mr Mohan Srivastava, all senior consultants at Alpha Consultancy.

We at Alpha Consultancy believe that the findings of the team will help you go ahead with your plan to modernise the support system with permanent roadways.

Sincerely,

Sd/-

A P Khemka

General Manager

Fig. 25.4 Letter Format

Memo Format

The memo format can be used for short reports that have to be communicated within an organization. A memo format should contain all the elements of a standard memo. In addition, it may contain a few extra sections. Like a report in the letter form, a memo report should contain headings for easy reading and reference. The memo format may be used for all types of reports, that is, informational, analytical, routine, special, or non-formal. An example has been given in Fig. 25.5.

Innova Solutions Pvt Ltd
Interoffice Memorandum

Date: February 3, 2005

To: Ms. Kavita Kashayap
Director (Sales)

From: Afsar Ali Haider
Chief Training Manager

Subject: INTER- ISPL MEET ON TELEMARKETING STRATEGIES – A

REPORT

Sales managers from all 24 Regional offices of ISPL in India got together between 15 – 20th January 2005, to share their experiences of the use and effectiveness of telemarketing strategies (TMS) in India and to discuss the future plan of action of ISPL in India. There were sessions on Sales Training courses run in the ISPL Regional offices and the activities of the training centres at various parts of India. Ses-

sions were also conducted on TMS materials produced in different ISPL training centres in India and each representative participant received sets of materials produced by the Corporate training centre in Mumbai.

Eminent sales trainers like Mr Anup Khandelwal, Dr N K Das, Ms Savitha Kumar, Coordinator ISPL TMS Scheme, and Mr Naveen Goswami, Coordinator, ISPL Training Centre Scheme, enlightened the participants through their speech and subsequent workshops. The workshops were highly interactive, and the participants actively participated in the deliberations. The question-answer sessions were particularly very interesting. The level of interest and commitment of the participants was remarkable. The meet was very enlightening and successful.

Recommendations

- Many such interactive meetings are necessary to enliven our capacity as sales promoters and to find some tentative solutions to some of the common problems that ISPL sales managers in India face.
- The Corporate Training Centre in Mumbai should be asked to produce similar TMS materials for sales trainees of ISPL.
- A few seminars and workshops on telemarketing strategies should be organised by the regional offices.

Memo Format

Manuscript Format

The manuscript format can be used for long and formal reports. These reports are divided into sections and sub-sections, each with a clear heading. These headings and sub-headings are organised in a logical sequence. While preparing a report in manuscript form, the writer needs to be careful about its structure and elements. A structured report will help in thinking clearly and deciding where to put each fact or idea. It also makes reading easy and helps the readers find the information they need. The manuscript format is discussed in detail in the next section.

Progress Check 2

Which of the four formats of reports would be the most appropriate for each of the following?

- (a) Annual report of a research organisation
- (b) A report on the progress of a research project
- (c) Daily production report of a lift manufacturing company
- (d) A research report
- (e) A product launch report to be written by the marketing manager of a company for the marketing director of the company.
- (f) Monthly sales report of a pharmaceutical company
- (g) A report on the feasibility of launching a new product
- (h) A short report examining the problem of poor sales of a new product