



# RANI CHANNAMMA UNIVERSITY

**B.Com – 4<sup>th</sup> Semester****Business Communication**

## UNIT – 4: BUSINESS REPORT WRITING

### Meaning of Report:

A report is the summary of study. Such report will be in-depth analysis of a problem or situation. The report helps to take decisions. The report may be prepared with respect to performance of a product, performance of an employee and about an organization or circumstances.

A report carries information from someone who has it to someone who needs it. A report is a basic management tool used in decision making.

### Definitions:

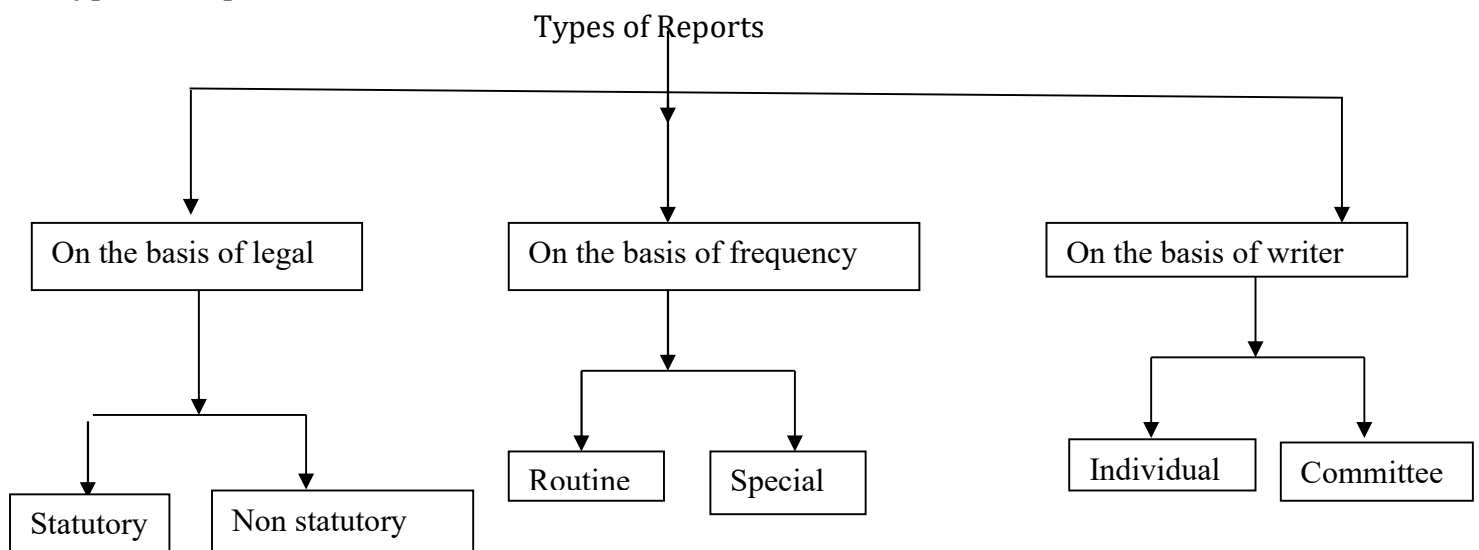
According to Parkhurst defines “A report is a written presentation of acts and data necessary for understandable of a given condition, situation or a problem”.

According to C. A. Brown defines “A report is a communication from someone who has some information to someone who wants to use that information.”

### Importance/Objectives of Report:

- Report helps in improving the quality of the product or service.
- Report analyses the problems or situations.
- A report facilitates in exploration of new ideas.
- A report acts as decision making tool.

### Types of Reports:



### On the basis of legal:

#### Statutory reports:

These are the reports which prepared in compliance with statutes or laws. The examples for statutory reports are Auditors report, Annual report, Directors Report etc

**Non-Statutory report:**

These are the reports which are not prepared as for the requirement of laws. But preparation of such reports will help in decision making process.

**On the basis of frequency:****Routine reports:**

These are the reports which are prepared on recurring basis. It may be daily, weekly, fortnightly, monthly etc. Usually, they contain statement of facts. The following are the types of routine reports:

- a) **Progress Report:** It is prepared to inform the progress of an organization or individual. The outcome of this report is the reasons for non-performance.
- b) **Performance Appraisal:** These are mainly concerned with the performance of employees. It facilitates in promotion, hike in pay etc.
- c) **Inspection Report:** It is prepared to find out the irregularities in day-to-day work.

**Special Report:**

These are prepared on special occasions. For example to study the impact of Covid-19 on economy, a report may be prepared.

- a) **First Information Report:** It is the report prepared immediately after happening of the event. It includes the statements of eye witnesses, extent of probable cause etc
- b) **Investigation Report:** This report is prepared to find out the cause of the problem and providing the alternative solutions to the problem.
- c) **Feasibility Report:** It is the report prepared in accordance of the practical applicability of an idea. It may be prepared by an individual or by a committee.
- d) **Confidential report:** It is prepared to evaluate the job performance of an employee. The report is kept as secret.

**On the basis of writer:**

- a) **Individual reports:** These are the reports submitted by the individuals like branch manager, salesman etc.
- b) **Committee reports:** These are the report submitted by a group of members specialized in certain fields.

**Essentials/Principles of Reports:****Precision:**

The report should be precise. There must be specificity in the report. The analysis and recommendations are directed by a central purpose. The clarity can be ensured with the logical arrangement of paragraphs with the suitable headings.

**Accuracy:**

The facts and figures should be included in the report. The accuracy depends on the correctness of the data. The accurate report helps in decision making.

**Relevance:**

The facts provided in the report should be relevant. Irrelevant facts make a report confusing. The relevance of report should have futuristic approach.

**Reader's orientation:**

While preparing a report, it is necessary to keep in mind the level of maturity of mind of the readers. A report meant for the layman is different from a report meant for technical experts.

**Objectivity:**

A report should involve the objectives. It should be based on investigation leading to conclusion. It should not reveal any self interest on the part of the writer.

**Brevity:**

A report should be brief. The communication shall be direct approach. It should not be at the cost of clarity and completeness.

**Clarity:**

The clarity depends on the arrangement of facts. The report writer must proceed systematically and should make his purpose clear. The report should define sources of the data, statistical analysis, its findings and recommendations for policy implications.

**Grammatical accuracy:**

A report should be free from all grammatical errors. It should be written in simple language. This increases the beauty of the report.

**Structure /Parts of Report:****Title:**

A report is to be titled with a heading, the authority to whom is to be submitted, the date of submission and the names of authors.

**Terms of reference:**

It provides the details related to names of authorizers and the terms within which the report must be submitted.

**Contents of table:**

It is as good as index. The title of the chapter, diagram, and charts are given along with the page number on which they are available in the report.

**Abstract:**

If the report is lengthy, it is the customary to provide the summary of report for quick reference. It provides the substance of report.

**Investigation & its outcome:**

In this part, the reporter states the process of investigation. In this process, the individuals or committees state the frequency of the place met, enquiry with whom and their position. Based on the study, the reporter provides the facts as a result of investigation. Such findings will be numbered.

**Illustrations, charts & diagrams:**

The reporter makes use of charts diagrams to represent the data in order to understand the problem. The various diagrams, charts used in the report should be numbered and titled.

**Recommendations & conclusion:**

The reporter concludes on the basis of facts and data. It also makes recommendations for further improvement.

**Acknowledgement:**

In this part, the writer expresses the gratitude to those who have helped carrying out the study. It can be written either at the beginning or at the end of the report.

**Signature:**

The reporter has to put his signature at the end of the report. In case of committee reports, all the members have to sign. It must be date. Those members who do not agree with the content of the report, they should sign as dissenting members.

**Bibliography:**

During the course of writing of the report, the writer may have referred to books, journals, magazines etc. He should list all the books by providing authors names, name of publisher, page number, etc and names of journals with issue numbers.

**Preparation of Report:****Preliminary strategies:**

- a) **Determining the purpose and the scope:** Always report is drafted in response to specific demands. The writer must be clear about the purpose. The writers have to decide the scope of the report.
- b) **Determining the readers:** The reporter must be put into shoes of a reader. He should ascertain the education level, expertise, age, attitude and position of the reader.

**Research and Gathering of information:**

- a) **Planning the research:** The purpose of the study decides the sources of the data. The data may be collected through personal interview, telephonic interview, questionnaire and personal observation. The secondary data may be obtained from the journals, magazines and internet.
- b) **Making and storing notes:** It will be difficult to remember everything. So the writer should make note of important thing during the course collection of data. This helps in at the time of preparing final report.
- c) **Analysis of data:** The collected data must be processed, classified and analyzed with the help of statistical tools like percentage etc. The statement called hypothesis is to be tested through statistical tools like chi-square test, z-test, t-test etc.

**Drafting of the report:**

It is the final stage of the report writing. A report should begin with the title and terms of conditions. It must be written according the structure. It must be specify the findings and recommendations.

**Forms of Reports:**

There are three ways through which a report can submit.

**Letter form:**

It is usually applicable to individual report. This form will be followed when reports are brief and informal. It contains all parts of letter. The body of letter will be divided into introduction, findings and recommendations.

**Memorandum form:**

This is preferred by large business houses. This is in the printed form. It simplifies the procedure and ensures conformity. The name of the person to whom the report is addressed will be mentioned.

**Letter-cum-text format:**

Lengthy reports are usually in the letter-cum text format. This will be applicable for committee reports. It contains all standard parts of a letter.

Sample Reports:

***As a general secretary of your college union write a report to your principal about the possibility of starting a canteen on a co-operative basis***

31<sup>st</sup> March 2019

Vinayak Patil  
General Secretary  
College Union  
Karnataka College  
Dharwad

To  
The Principal  
Karnataka College  
Dharwad

Subject: Report on the feasibility of starting a canteen on co-operative basis in the college premises.

Respected Sir/Madam,

I was entrusted the task of submitting a report on the possibility of starting a canteen on co-operatives basis in our college premises as per the decision made in the students' council meeting held on 25<sup>th</sup> March 2019. I wish to report as under:

- Presently, the strength of our college is 2000 students studying in various classes from PUC to degree final year. This has been varying from time to time.
- There is a break of 30 minutes at both morning and afternoon sessions at 10.30 a.m. and 2.00 p.m. respectively. During this time, 60 per cent of students go out of the campus for their refreshment. They are supposed to pay high rates charges by the hoteliers.
- This has created lot of nuisances on the public road while crossing it by the students and two minor accidents took place in the last six months.
- In order to find a solution, a canteen on the co-operative basis would be the best way. Therefore, the members of the college union, the assistant register of co-operative society Dharwad have advised to start a co-operative canteen in the college premises.
- We should have a managing committee having the principal as ex-officio member, two teachers' representatives and general secretary along with all representatives of students as members.
- Every year Rs 50 must be charge to every student as membership fees and food item should be charged on no profit or nor losses basis. This enables in providing food items to all students at half of the rates charged by hoteliers.
- It can be started at the front side of the garden. Temporary constructions can be made with self service system.
- A statement of expenditure is enclosed regarding the initial expenditure of infrastructure in establishment of canteen. It may be discussed in council meeting and decision of starting canteen may be implemented with effective from 1<sup>st</sup> June 2020.

Thank you.

Yours faithfully

Signed

General Secretary.

***Draft a report about annual day held in your college.***

28<sup>th</sup> March 2020

Prathamesh D Kulkarni

General Secretary

Govt First Grade College

Belagavi

To,

The Editor

The New Indian Express

Koppikar Road

Hubballi

Subject: Request to publish a report of college function in your daily.

Respected Sir/Madam,

The annual day of the college was held on 20<sup>th</sup> March 2020. The principal presided over the function. Shri Anirudda Commissioner of Collegiate Education, Bengaluru was the chief guest. During his address, he told that students' life is golden life. Every student should strive for their betterment. Students should not be addicted to bad evils. They should study whole heartedly. They should bring laurel to parents as well as college. The principal passed presidential remarks. This was followed by cultural events by the students.

Kindly publish this as news in your daily.

Yours faithfully,

Signed.

General Secretary

## **UNIT – 5: EMPLOYMENT COMMUNICATION**

The letter of application tries to build a relationship between a prospective employee and employer. Writing an application for a job is nothing but marketing of him. Application letter is an exposure of one's personality to prospective employer. It must be impressive and offer alternative candidature. While writing a letter for application for a job, care must be taken to see that it is free from grammatical mistakes. It should include all the details about the candidate. The letter of application may be of two types viz., solicited and unsolicited.

### **Solicited:**

Where an application is submitted by the candidate in response to any kind of advertisement published by the prospective employer, it is called solicited application.

### **Unsolicited:**

Where an application is submitted by the candidate on his own initiation or interest, it is called unsolicited application.

### **Self Analysis:**

An aspirant of job has to make self analysis and try to give maximum information in a systematic manner. The details regarding education, qualification, objective, work experience, awards received personal details and references. Candidate should mention these in bio-data, resume or curriculum vitae (CV).

### **Bio-Data:**

It is short form of biographic data but not it is outdated. It provides details of candidates in brief.

### **Resume:**

It is the summary of education and employment background of the candidate. This highlights only the specific skills and generally provided within a page.

### **Curriculum Vitae (CV):**

It means the course of life. It is written about the objective, education, accomplishments, experience, publications etc.

### **Distinction between CV and Resume**

<b>Curriculum Vitae (CV)</b>	<b>Resume</b>
It is lengthy	It is short
It is more descriptive	It is brief
It is used for applying academic and research positions	It is used for applying for non academic jobs.
It includes awards, honors and any other scholarly works	It does not include letter of application

### **Letter of Application:**

These are the letter in which the applicant is going to furnish his personal and curriculum details. It must be enclosed by CV. The following are to be noted while drafting the letter of application. Candidate should write an application with due care, precision and courtesy. He should refer to advertisement and interest in that particular job. It should be ensured that the letter is free from grammatical mistakes and spelling errors. It may be handwritten or computerized.

**Preparation of CV:**

A CV is detailed and structural listing of education, publication, projects, awards and work history. The CV has the key elements:

- Your personal details. When completing this section you should include the details such as your full name, address, date of birth, nationality, contact telephone numbers including home and mobile and e-mail address.
- Your personal statement: To begin with try to write a brief but to the point statement about yourself making sure you include the keywords that best describe your character. In this section, the candidate should state his objective and character.
- Candidate should employment history. In this, candidate should be the number of years of experience and with whom he worked. The work track should be stated clearly.
- Academic achievements: Candidate should state academic excellence which he/she has achieved during the educational life.

To sum up, a CV should include objectives, education details, work experience, personal details and references.

**Interview Letters:**

After the scrutiny of the application, the eligible candidates are sent with interview letters. The interview letters should include the following:

1. Mention the position for which it is applied.
2. State the date, time and venue of the interview.
3. State to bring all the original testimonials.
4. Clearly specify the allowing of TA, DA to the candidates appearing for the interview.

**Appointment order:**

The candidates who are successful in interview are issued appointment order stating them to report to report to their duties if they agree with terms and conditions as mentioned in the appointment order. The following are the contents of appointment order:

- Congratulate the candidate for selection.
- Refer to the application.
- Mention the packages or C to C
- Specify the date by which the candidate is supposed to report to duty.
- Express the hope that the appointee will have pleasant stay in the organization.

**Interview:**

It is a formal meeting and a two way communication in which a person or group of person question and evaluate the other person. The person who attends the interview is called interviewer and the person who gives interview is interviewee.

**Definition of interview:**

Scott defines "An interview is a purposeful exchange of ideas, answering the questions and communication between two or more persons."

Brigham defines "An interview is a conversation with a purpose and the purpose may be to get the information or to make a friend"

**Types of interviews:**



**Structured interview:**

An interviewer prepares a plan in advance regarding the questions to be asked, views extracted information to be collected etc. This helps to complete the interview successfully.

**Unstructured interview:**

It is an interview which is not directed by a question or a matter to ask. Generally, very common questions are asked spontaneously to the candidate. The candidates are given time to respond. The interviewer tests the candidate ascertain level of confidence, strength, weakness etc.

**Department interview or Action interview:**

It is a semi-structured interview. Specific questions are asked to know the candidate knowledge, about family etc. Interviewer tries to get a true picture of the candidate by intensive examination of the background of the candidate.

**Group Interview:**

It is a method of evaluating candidate in a group rather than an individual. A common topic is given to the group for discussion. The interviewer observes to candidates contribution of idea, courage, confidence, communication skills and leadership qualities.

**Board or Panel Interview:**

It is an interview conducted by a group of persons specialized in various field. All the members assigned ranks to the interviewer on the basis of total marks secured.

**Appraisal Interviews:**

It is one where superior and subordinate sit together to ascertain the performance of subordinates. It helps in promotion and also to find solutions for the problems of underperformance.

**Walk in interview:**

In this method, the vacancies are advertised by an employer in leading dailies and ask the eligible candidates to appear directly for the interview before the selection committee along with an application.

**Stress Interview:**

In this method, an interviewer deliberately put such questions to the candidates which annoy frustrate and embrace him. It is conducted to ascertain the ability of the mind to work under pressure. The interviewer interrupts and criticizes the candidates to test the level of patience.

**Tele interviews:**

The interview which is conducted over telephone is called telephone interview or tele-interview. The following are the dos and don'ts of tele-interview:

**Dos:**

- The interviewee should have the knowledge of operation of phone.
- A writing pad and a pen should be there while speaking over a phone which enables to note down the important points. Which talking over phone, doesn't eat, smoke, and watch TV etc.
- Be slow and clear while talking.
- Listen properly.

**Don'ts:**

- Never allow a phone to ring for a long time.
- If there is any disturbance, say will call back later.
- If it is a missed call, call back.
- If the voice is not properly heard, ask pardon for that.

- Don't put caller tune which may irritate the caller.

**Dos & Don'ts of Interviews:****Dos:**

- Be prepared physically and mentally.
- Properly groomed and dressed.
- Revise subject studied for completed examination of courses.
- Read the dailies particularly on the day of interview.
- Know about the organization well in advance.
- Take care of body movements and postures.
- Express good manners.
- Maintain the eye contact with interviewer
- Thank and wish the interviewer.
- Put the chair back in its place.
- Shut the door noiselessly.

**Don'ts:**

- Don't be overconfident.
- Don't have a fear.
- Don't offer the shake hands unless extended by them.
- Don't sit until ask to do so.
- Don't drag a chair noisily.
- Don't put your hands on the table.
- Don't be arrogant, aggressive.
- Don't bluff
- Don't play with hands, nails etc
- Don't be hurry to leave the room.

***Draft a covering letter and CV for the post of lecturer in commerce to the president Canara Society Karwar.***

12<sup>th</sup> April 2020

**Sunita Bhat**

**Post Road**

**Kumta**

To,

**The President**

**Canara Society**

**Kumta**

**Subject: Application for the post of lecturer in Commerce.**

**Reference: Your advertisement in Deccan Herald dt. 5<sup>th</sup> April 2020.**

Sir/Madam,

With reference to the above cited and reference, I am desirous to apply for the said post in your esteemed institution as I possess the requisite qualification. I have enclosed CV along with this letter. Kindly consider my application for the said post favorably.

Thank you.

Yours faithfully

Signed

(Sunita Bhat)

Encl: CV

### ***Curriculum Vitae***

SUNITA RAMCHANDRA BHAT

E-mail: [sunitabhat@gmail.com](mailto:sunitabhat@gmail.com)

Mobile no: 9448718308

Area of Interest: Accounting & Taxation

### **Objective:**

To apply the knowledge of accounting and taxation with a blend of theory and practice for ensuring the fulfillment of the organizational goals and to achieve personal growth.

### **Education details:**

Sl No	Course	Board/University	Percentage	Year of passing
01	NET	Mysore University Mysore	--	2017
02	M. Com	Rani Channamma University, Belagavi	89%	2016
03	B. Com	Rani Channamma University, Belagavi	92% with Third Rank to University	2014
04	SSLC	Karnataka State Secondary Education Board	86%	2009

**Experience:**

Served as a lecturer in Commerce at RPD College since 2016.

**Co-curricular activities:**

Participated and presented papers at state and national seminars.

**Extra-curricular activities:**

- Awarded as best NSS leader by RCU Belagavi
- Passed NCC 'C' certificate examination with 'A' grade in 2012.
- Secured first place in inter-collegiate debate competition held at Karnataka College Dharwad in 2013.

**Training attended:**

- Attended leadership camp for NSS volunteers at Mysore University, Mysore.
- Attend National Integration Camp for NCC candidates held at Mumbai.

**Publications:**

- Published 5 papers in international peer reviewed journals.
- Published a book on Business Environment- a text for B.Com first semester published by Sai Publications, Belagavi.

**References:**

Dr. S. G. Hunderkar

Professor of Commerce

KU Dharwad

Personal Details:

Father's Name: Ramchandra V. Bhat

Date of Birth: 01<sup>st</sup> April 1999.

Permanent Address: 'Adamya Nivas' Kodibag  
KUMTA

***Draft an interview or a call letter.***

**Canara Society  
Honnavar Road  
KUMTA**

20<sup>th</sup> April 2020

**Ms. Sunia R Bhat**

**'Adamya Nivas' Kodibag**

**KUMTA**

**Subject: Interview for the post of lecturer in commerce.**

Dear Applicant,

With reference to your application dated 12<sup>th</sup> April 2020 for the post of lecturer in commerce, we request you to attend for the personal interview at our administrative office on 5<sup>th</sup> May 2020 at 11 a.m. No TA and D.A are paid for attending the interview. Further, you are informed to produce all your original testimonials at the time of interview.

Thank you.

Yours faithfully

Signed

President.

***Draft an appointment order to the selected candidate.***

**Canara Society  
Honnavar Road  
KUMTA**

**08<sup>th</sup> May 2020**

**Ms. Sunia R Bhat**

**'Adamya Nivas' Kodibag**

**KUMTA**

**Subject: Appointment order.**

**Reference: Your application dt. 12<sup>th</sup> April 2020.**

Dear Applicant,

With reference to your application and subsequent interview, we are pleased to inform you that you have been appointed as lecturer in commerce on the following terms and conditions:

1. You are required to teach both in English and Kannada medium.
2. You will be under probationary period for two years from the date of appointment.
3. Your appointment will be strictly in accordance with norms of UGC and State government which may subject to change from time to time.
4. The salary will be as per the rule of UGC.

If you agree with these above terms and conditions, kindly report to the principal A.V.Baliga college of commerce within 7 days from the receipt of this order.

Thank you.

Yours faithfully,

Signed

President.

***Draft a joining report***

**10<sup>th</sup> May 2020**

**Ms. Sunita R Bhat**

**'Adamya Nivas' Kodibag**

**KUMTA**

**To,**

**The Principal**

**A.V. Baliga college of Commerce**

**KUMTA**

**Subject: Joining report**

**Reference: Your letter dated 08<sup>th</sup> May 2020.**

Respected Sir,

With reference to the above cited subject and reference, I am glad to report to my duties as lecturer in commerce today i.e. 10<sup>th</sup> May 2020 at 10.30a.m.

Further, I assure that my dedicated services for the growth of the institution and extend my co-operation to everyone in the future endeavor.

Thank you.

Yours respectfully,

Signed

(Sunita R Bhat)

***Draft a CV for the post of Investors analyst.***17<sup>th</sup> April 2020

Rohit Munavalli

Camp Road

Belagavi

To

The Manager

Earnest &amp; Young

M. G. Road

Bengaluru

**Subject: Application for the post of investor analyst.**

Sir/Madam,

It is known from knowledgeable sources that you are in need of an experienced investors analyst for your esteemed company. I was much impressed when I went through the annual reports of your company on the website for the past five years. I have great privilege to work for your company which has attained a market share to the extent of ninety per cent. I have enclosed CV along with this letter.

Kindly consider my application favorably.

Thank you.

Yours faithfully

Signed

(Rohit Munavalli)

**Curriculum Vitae**

Rohit Vishwanath Munavalli

Email: [rohit\\_99@gmail.com](mailto:rohit_99@gmail.com)

M: 9738805197

**Objective:**

To work for an organization that provides me an opportunity to the best of my ability by utilizing my experience in finance.

**Education details:**

Sl No	Course	University/Board	Percentage	Year of passing
1	MBA	RCU Belagavi	85.75%	2015
2	B. Com	RCU Belagavi	90.33%	2013
3	SSLC	Karnataka Secondary Higher Education Board Bengaluru	80%	2008

**Professional Experience:**

- Worked as investor analyst at Thomson Financial Service, Bengaluru from 2013 to 2015.
- Working as Senior Analyst in J. P. Morgan Bengaluru since 2015

**Trainings:**

- Attended a week training organized by FICCI at Hyderabad on Investors' Behaviour.

- Attended 15 days training conducted by SEBI at Mumbai

**Personal Details:**

Father's name: Vishwanath G Munavalli

Mother's name: Veena V Munavalli

Date of Birth: 12<sup>th</sup> April 1999

Languages known: Kannada, Marathi, English & Hindi

**References:**

1. Mr. John Stainley  
Team Leader  
J. P. Morgan Ltd Bengaluru  
M: 9482058098
2. Dr. D. G. Kulkarni  
Associate Professor  
Jain Institute of Management Studies  
Belagavi  
M: 9448230405

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