

Department of Commerce (CA)

Business Communication

Semester: V

Sub code: 18~~B~~CA468

Unit - V

II B. Com (CA)

Communication through reports —
essentials — important contents —
Reports by individuals — Committee
Short-Speeches — Memo — Circular —
Notice.

Books References:

1. Essentials of Business Communication
— Reyendra Pal J. S. Kordakalli
2. Effective Business Communication —
M. V. Rodrigues.

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Reports

A report is a communication form
Someone who has some information to
Someone who wants to use this information

The importance of Reports

- * 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.

Special features of a Report:

- * About a past event/situation, mostly in past tense.
- * A solicited document
- * An upward communication, hence formal tone.
- * Suggestions/recommendations only if required.

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Selecting a Suitable Type of Report

Before a writer undertake to prepare a report, he must consider the following points:

- (i) what kind of report is requested (or) expected
- (ii) How much time has been allowed to ~~re~~ prepare the report?
- (iii) what is the purpose of the report?
- (iv) what exactly is to be examined?
- (v) what facts are to be furnished?
- (vi) whom is the report meant for? OR, who is going to read the report?

Preparing a Report:

Preparing a report involves the following a five steps:

1. ~~Investing~~ Investigating the sources of information.
2. Taking notes,
3. Analysing the data,
4. Making an outline, and
5. Writing the report.

Organisation of a Report:

There are three ways in which a report can be organised:

1. Letter form;
 - (i) Introduction
 - (ii) Findings
 - (iii) Recommendation.

2. Memorandum form:

Adopting the memorandum form is a simpler way of presenting the

report, since here the formalities of the letter form are done away with. The date is mentioned at the top. It is followed by the name of the person to whom the report is addressed, the name of the writer and the subject of the report.

3. ~~Memorandum~~ letter-text combination form.

Writing short reports - five step process:

1. Planning: Analysing the task assigned to identify the objective; strategy to accomplish it.
2. Research: Collecting data/information from all available sources.
3. First draft: Ensure all relevant aspects are covered.
4. Editing:
 - * Nothing irrelevant,
 - * No omission, no repetition,
 - * clear and concise,
 - * well structured and coherent,
 - * use of headings and sub-headings,

- * Objective, unbiased,
- * No errors of grammar, spelling and punctuation.

5. Conclusion. Recommendations only if required.

A Good Report is

- * precise and brief,
- * factually accurate,
- * relevant,
- * reader-oriented,
- * objective in recommendations,
- * clear and unambiguous,
- * accurate in grammar, spelling and punctuation.

Common traps report writers should avoid.

- Subjectivity,
- Hasty generalisations,
- Either/or scenario,
- False cause-effect relationship and
- Accepting as proved what we are only examining.