



Course Title: Business Research

Course Code: 01ABBAB24412

Unit V - Report Writing

5.1 Meaning of the Report Writing & Objectives of the Report Writing

5.2 Process of Report Writing

5.3 Components of Report Writing

5.4 Types of Report Writing

Meaning



- Report writing in research refers to the process of systematically documenting the findings, methods, analysis, and interpretations of a research study.
- It is the final and formal presentation of research work, where the researcher communicates what was done, how it was done, what was found, and what it means.

Objectives



- 1. Documentation of Research Process-** Serves the vital purpose of documenting the entire research process. This systematic recording ensures transparency and allows others to replicate or validate the study if needed.
- 2. Communication of Findings-** research report is a primary medium through which findings are communicated. This communication needs to be clear, logical, and well-structured to be accessible to the intended audience.
- 3. Informed Decision-Making-** The insights drawn from a research report can guide decisions in both academic and professional settings.

Objectives

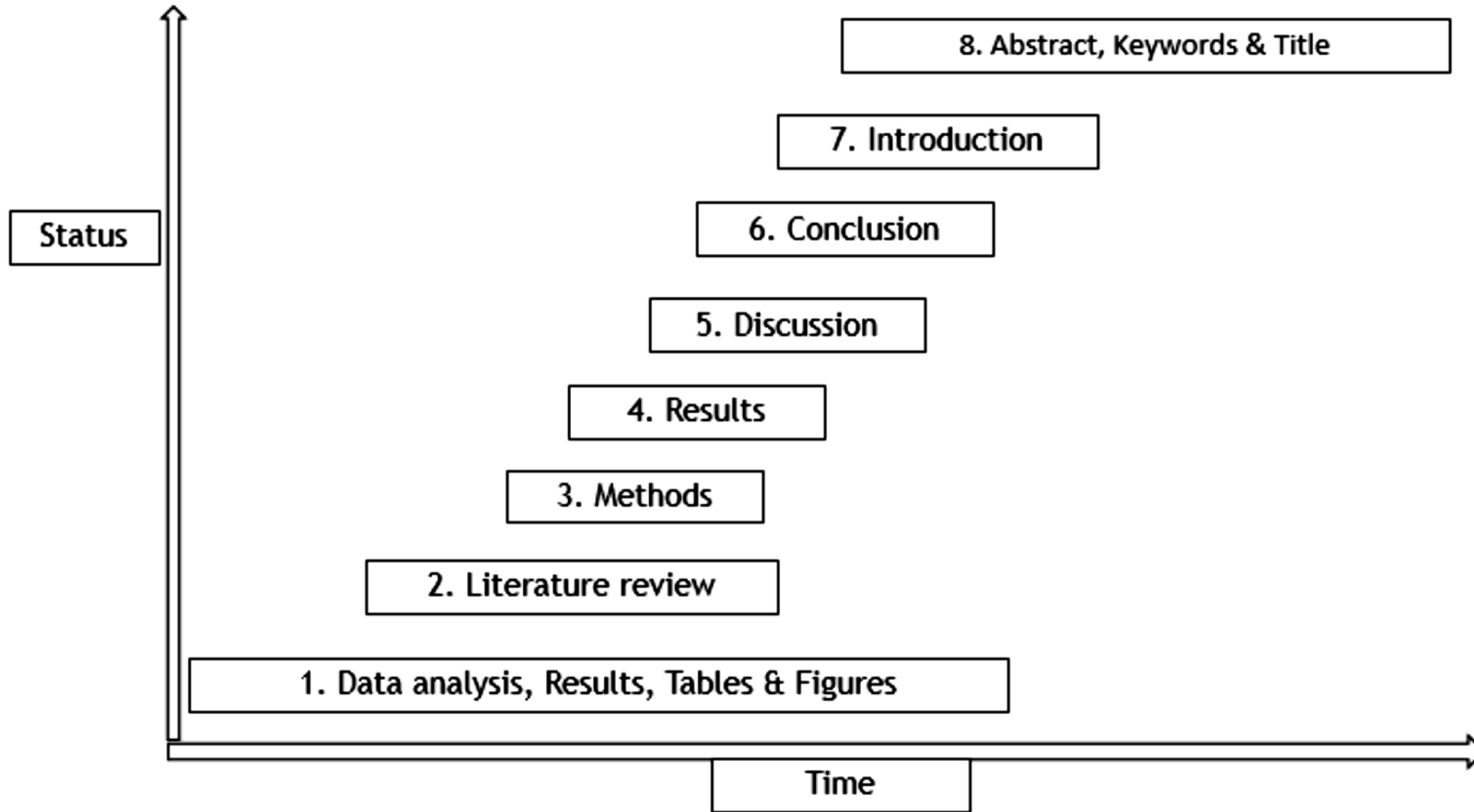


4. Contribution to Existing Knowledge- Research reports add to the body of existing knowledge by introducing new findings, theories, or perspectives. They help bridge gaps in the literature, provide new interpretations.

5. Academic or Professional Assessment- In academic environments, research reports are a tool to assess a student's understanding of research methodology and analytical skills.

6. Basis for Further Research- Finally, research reports often identify limitations and suggest directions for future research.

Process



Components of Report

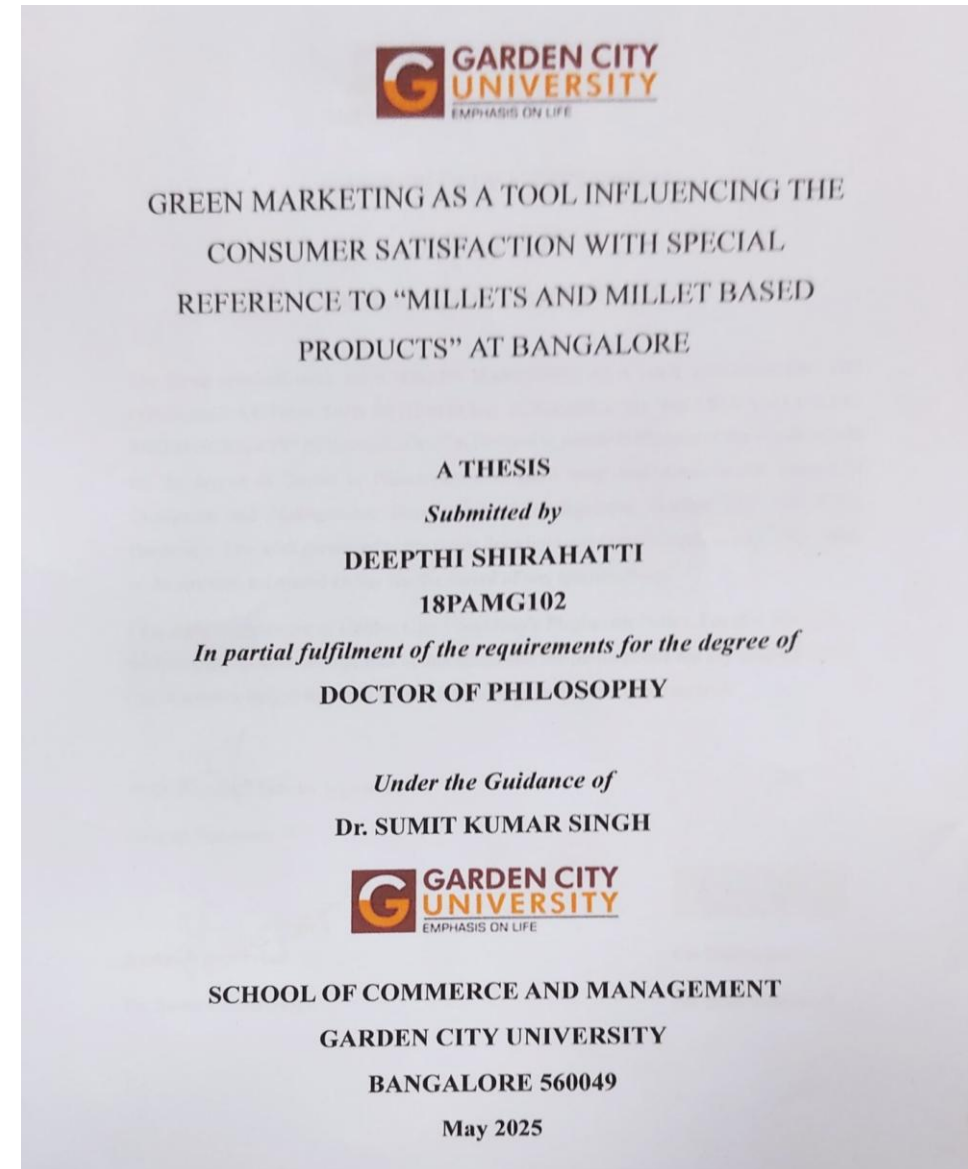


- Cover Page
- Certificate Page
- Declaration Page
- Acknowledgement Page
- Table of Content Page
- List of Tables Page
- List of Figures Page
- List of Abbreviation Page
- Abstract
- Core Chapters of Research Report*
 1. Introduction
 2. Literature Review
 3. Research Methodology
 4. Data Analysis & Interpretation
 5. Findings & Discussion
 6. Suggestions & Conclusion
- Reference/Bibliography
- Annexure/Appendix

Research/Dissertation Report Chapters



1. Introduction
2. Literature Review
3. Research Methodology
4. Data Analysis & Interpretation
5. Findings & Discussion
6. Suggestions & Conclusion





1. Introduction Chapter

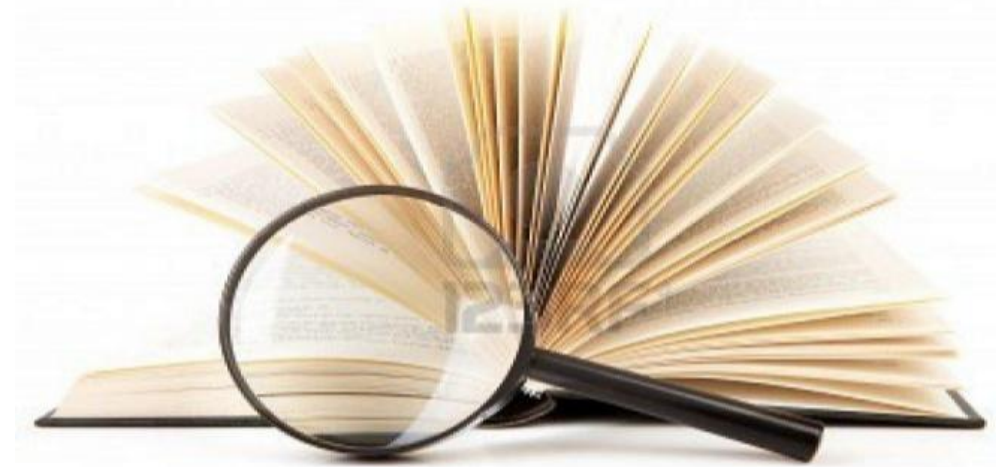
- Presents the background and context of the study.
- States the research problem, objectives, hypothesis (if any), and the significance of the study.
- Explains the scope and limitations.



2. Literature Review Chapter



- Summarizes existing research related to the topic.
- Identifies research gaps.
- Provides theoretical and conceptual frameworks.



Literature Review

3. Research Methodology Chapter



- Details the research design and approach (qualitative, quantitative, or mixed).
- Describes data collection methods (surveys, interviews, etc.).
- Specifies the sampling technique, population, and tools for analysis.



4. Data Analysis & Interpretation Chapter



- Presents raw data in the form of tables, charts, or graphs.
- Analyzes the data using appropriate statistical tools.
- Interprets what the data reveals in the context of the research questions.



5. Findings & Discussion Chapter



- Summarizes the main findings based on the analysis.
- Highlights patterns, correlations, or insights that emerged.
- Compares them with prior research.



6. Suggestions & Conclusion Chapter



- Recaps the major findings and how they address the research problem.
- Restates the significance of the study.
- May include final thoughts or recommendations.



Objectives

A. Oral

B. Written

- Technical Report/ Thesis
- Popular Report
- Interim Report
- Summary Report
- Research Article
- Research Abstract



GREEN MARKETING AS A TOOL INFLUENCING THE
CONSUMER SATISFACTION WITH SPECIAL
REFERENCE TO "MILLETS AND MILLET BASED
PRODUCTS" AT BANGALORE

A THESIS

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In partial fulfilment of the requirements for the degree of
DOCTOR OF PHILOSOPHY

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May 2025



THANK YOU!