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# UNIT 12: Understanding the Importance of Reports-I

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## Structure

- 12.0 Objectives
- 12.1 Introduction
- 12.2 Purposes for Reporting
- 12.3 General Kinds of Reports
- 12.4 Business Reports - Internal
- 12.5 Grammar: Reduced Relative Clauses
- 12.6 Let Us sum up
- 12.7 Answers

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## 12.0 OBJECTIVES

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After going through the unit, you should be able to identify:

- ... the purposes of report-writing
- ... the different kinds of reports
- ... the features of a report

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## 12.1 INTRODUCTION

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Written records are a part of all official work. Actions need to be documented. A report is a formal written document on a particular function or operation carried out at the workplace. A report becomes the basis for any future action. It also serves as a source of reference for whatever is done in the future related to a particular event or operation. Reports can also be delivered orally, such as Annual Reports at Company Meetings or project reports in a presentation format to colleagues or superiors.

As reports are written after an action is taken (ATR stands for Action Taken Report) or an operation executed or the occurrence of an event, they are mainly written in the past tense.

The audience, that is, the people to whom we are writing, decides the kind of format that we use for writing a report.

- ... Is it addressed to
  - a superior within the organization,
  - a small circle of colleagues,
  - or people in the field outside the organization?
- ... Is it confidential in nature or for public information?

The answers to these and other questions will determine the kind of format we use for a report.

Reports may be several pages in length or just the length of a single page. They may be in the form of short memos, or letters or lengthy booklets. Government reports on important issues may be published in bound volumes. The language of

reports is generally formal, but needs to be simple and clear as it involves the transmission of information that will be used by others.

## 12.2 PURPOSES OF REPORTING

### Activity 1

What are the kinds of function carried out in an organization? List them here:

.....  
.....  
.....

Some of the **functions in an organization** are listed below along with their purposes. Compare them with those on your list.

- **Visits:** to know about the location, physical layout of a place or understand the functioning of a factory or an office.
- **Inspection:** to check whether machinery procured has been rightly installed and functioning for the purposes for which it was procured, to assess the damages caused to property for settling insurance claims.
- **Stock Verification:** to physically check the quantity of stocks in a warehouse or godown.
- **Feasibility assessment:** to assess whether the location of a site is suitable for setting up a premises there.

Reports can be written on each of the above functions.

In addition to these, the **performance of operations** within an organization is also periodically assessed.

- **Performance Reports:** to apprise the company on the functioning of a unit over a given period of time.
- **Company Annual Reports:** to apprise the shareholders about the activities, capital investments and net profits of a company.
- **Sales Reports:** to provide information about sales figures region-wise.
- **Project Reports:** to provide information about the achievement of a project undertaken.

An organization may also **conduct surveys** in order to gather information on various matters of relevance to it:

- **Survey Reports:** to gather information about people's opinions on a service or product, market needs etc.
- **Market Survey Reports:** to assess market demand for services or products, collect information about existing products.
- **Field Reports:** to provide information about what is exactly happening in a field of action.

- **Opinion Reports:** to obtain information on popular opinion related to societal or business issues.

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## 12.3 GENERAL KINDS OF REPORTS

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Reports are not exclusive to the business field. Reports can be written on various events, achievements, research findings, academic progress etc.

### 12.3.1 News Reports

When we talk of reporters, who are the people that come to mind immediately? Newspaper reporters surely! We will start with these most common forms of public reports and then proceed to business reports.

Newspapers post staff at different locations in the field to cover events. The news gathered by reporters is selected and presented to readers in a way in which it will be interesting and useful to them. Events happen all the time and in all places. The reporters, the editors in the newspaper office and the readers decide what is newsworthy.

#### Activity 2

Read the following newspaper reports and identify the purpose of the reports:

##### A. Farmer electrocuted

A farmer was electrocuted at his field near his house at Gumma village in RR district on Sunday. T. Ramesh (42) was trying to put off a transformer connection when he got electrocuted, according to a **police report**.

##### B. Two-Day workshop on women's health

St. Pious Degree and Postgraduate College for Women, Nagpur, conducted a two-day workshop on 'Healthy Women 0 A Step towards Healthy Society. Interaction with Neighbourhood on August 30 and 31.

##### Objective

The objective of the conference was to create awareness among women on dietary habits and health. It attracted about 200 hundred women including faculty members and students from various colleges of the city. Experts from the National Task Force for Women in Science, NGOs and scientific bodies delivered lectures on Nutrition, Health and Diet.

##### C. Restricting recurrence

**Health:** Stomach cancer and a common germ

Eradicating a common bacterium after stomach cancer surgery may reduce the risk that cancer will recur, **a new study reports**.

The germ, *Helicobacter pylori*, is also a cause of peptic ulcer.

Japanese researchers studied 544 patients with early stomach cancer. After their operations, half received an *H. pylori* eradication regimen, while the others received standard care. The patients were followed with periodic examinations over three years to see how many would develop recurrences.

The **researchers found** that 24 in the untreated group and nine in the treated group developed new lesions.

After controlling for location and type of tumour, sex, age and other factors, the **researchers conclude** that eradication of *H. pylori* reduced the risk of recurrence by about 65%.

### Activity 3

- 1 List the features that are common to all the three reports

.....  
.....

- 2 List the features that are different in each report.

.....  
.....  
.....

#### Discussion:

- A Did you notice that:

- 1 the tone is objective and neutral,
- 2 facts are stated,
- 3 no personal opinion is reflected,
- 4 all points are relevant to the topic,
- 5 all points are of significance to readers,
- 6 they are concise and to the point,
- 7 reported speech is used,
- 8 Past tense is used?

- B Did you notice that:

- 1 (A) is a report on an incident; it has personal details, actual location;
- 2 (B) is a report on a public event; it states the objective of the event and the details of the participants involved;
- 3 (C) is a report on a scientific study; it starts and ends with the research finding and gives details of the study to validate the claim?

**Purpose of the reports:** Making available information about events, studies etc.

While newspaper reports are based on facts gathered, reporters protect themselves with verbal hedging devices so that they are not challenged by the affected parties.

#### **Vocabulary Box:**

To adopt an objective stance, newspaper reporters use the following reporting verbs:

**claim, report, allege, appear, seem, indicate, according to**

### 12.3.2 Academic Reports

In academic settings, the most common kind of report we are all familiar with are school **progress reports**. All schools report on the progress of their students. These are called progress reports. The information in these reports is generally in the form of marks which indicate achievement or progress levels.

Students record the procedure, observations and findings of experiments in record books or journals. These are called **lab reports**. Lab reports have a specific format.

- Aim
- Apparatus
- Procedure
- Observation
- Findings

At the higher levels this becomes the framework for research reports. Research reports begin with an abstract which summarizes the objective, method and findings of a study.

School **Annual reports** announce and record their achievements.

## 12.4 BUSINESS REPORTS - INTERNAL

In the previous section, we looked at different kinds of reports. In this section we will examine business reports. Reports are necessary for various kinds of activities undertaken by a business organization. Reports provide information on aspects crucial to the running of a business establishment.

### 12.4.1 Market Survey Reports

The first step in introducing a product or service in the market is assessing customer needs. Marketing personnel are entrusted with the responsibility of identifying a niche for a new product. This may be done along certain specific criteria.

Let us do a simple activity to understand this better.

#### Activity 4

You work for a company manufacturing soaps and oils. The company wants to introduce a new brand of hair oil. You have to go out and find out about:

- i Available brands
- ii Price range
- iii Kinds of packaging
- iv Volume-sizes available
- v Customer Preferences
- vi Customer dissatisfaction with existing brands

Collect the information required. You can make use of the following table.

Available Brands	PriceRange	Packaging	Volume-sizes available	Customer Preferences

#### Discussion:

On the basis of the information you collected, you will then have to write a report. You could prepare a table like the one above to show the details of the available brands.

The report can have the following parts:

- Introduction
- Statement of Objective
- Sample selection and mode of data collection
- Observations
- Recommendations based on the observations

### 12.4.2 Sample Market Survey Report

Read this report:

#### Survey Report on the Cellular Service Provider Market

**Introduction:** Over the past decade the number of mobile phone users has shown an astronomical increase. This has resulted in big business for both cell phone manufacturers as well as network providers. The field is very competitive with each service provider making the most of the growing demand. This has resulted in customers often being misled about the advantages and cost-benefits of various services available in the market.

Describing Background Need for survey

**Objective:** The survey **was conducted** to identify the key factors that are crucial (in order of importance) for the setting up of a subsidiary unit of M&N which provides networking services to over 2 million customers in the country. Because of Government regulations, it is difficult to modify the terms and conditions of the existing services. An attempt to explore possibilities of setting up a subsidiary service to overcome the limitations of the existing services and to add value to them seems necessary.

Stating purpose

**Sample Size:**

In order to understand what it takes to make a cellular service efficient and what the options that drive the customer to choose a particular cellular service over others are, a questionnaire was sent to 22 people residing in Hyderabad and Bangalore respectively. Among the 22, 15 were students and 7 were full-time working people. On an average, they spend about 30-40 minutes on the phone in one day.

Describing sample group

**Data obtained from questionnaire:**

... Type of service used by consumers:

Prepaid	Postpaid
13	07

Statistical information

... Current service providers of the respondents.

M&N	07
Charter	05
Indus	01
Convince	02
I-speak	02
BSNL	03

... Ways in which the consumers gathered information about their current cellular service provider:

Peers	10
Family	03
Advertisements	04
Work (Office)	05

... Reasons for choosing a particular cellular service provider

Availability of Schemes (ISD, sms, local)	06
Network Coverage	05
Availability of Easy Rechargeable options	02
Free Roaming	04
Peer influence	01
Cost-effective SIM	03
Others (Advertisements)	01
Internet	---

... Average preference level of the respondents on the various other service providers.

Charter	06
Convince	01
BSNL	04
I-speak	03
M&N	07
Indus	01

... Percentage of users willing to change to a different service provider: 10%  
 ... Most common reason for change in service providers (in percentage).

Non-availability of services: 10%  
 Cost: 10%  
 Bad coverage: 20%  
 SIM loss: 10%

... The factors that consumers look for before applying for a service provider

Coverage	08
Cost-effectiveness	05
Schemes	06
Roaming facility	02
Internet	01

... Does the media have an influence on your choice?  
 Yes: 65%  
 No: 35%

## ANALYSIS

Post-survey analysis of the popularity of cellular service providers **indicates that** consumers prefer to go for cellular service providers who are able to cover a wider range of places, network coverage being most crucial. Among the 22 people, only 10 of them **were influenced** in their choice by their peers, 4 by advertisement campaigns while 5 **were influenced** by work groups and 3 by family.

Findings

With regard to the factors perceived to be important to enhance customer response and connectivity, the availability of schemes and network coverage is seen as the most essential features. Out of the 22 people interviewed, 8 people **indicated** their first preference as good network coverage, 6 on schemes (STD, SMS), 5 on cost effective planning, 2 on roaming facilities and 1 on internet. This data is indicative of the importance of efficiency in coverage and flexible schemes. A company must ensure that network towers are set up for greater network coverage which **will ultimately improve** roaming facilities as well. Moreover with new cellular phone companies coming up with newer cellular phone models, another option that service providers **could employ** is to collaborate with a cell phone company so that cost-effective schemes can be introduced and utilized.

Customers seek a well-sketched cost-effective networking solution for the changing face of technology. Telecommunications at present comes with a heavy package and service providers **need to branch out** on their networking solutions.

**Conclusion:** It appears from the data that M&N is the most preferred service provider. However, customers seem to feel that certain weaknesses and drawbacks in the service need to be improved upon. It is evident that there is stiff competition between M&N and Charter services in Hyderabad and Bangalore at present, with the variety of schemes available and more so, free roaming facilities. Among the 22 people interviewed, only 2 people **have indicated** that they wouldn't mind shifting to another cellular service provider which indicates that most of the companies know pretty much all there is to know about telecommunications and networking. If a company strives to achieve efficiency in networking and come up with cost-effective solutions, then it has a very good chance in becoming 'first among equals'.

Summing up

#### Language Focus:

Reports are for the main part written in the **past tense**. Notice that there is a shift in the tense use from section to section.

**Introduction:** You will notice that there are several instances of the **present perfect** use as in "*has resulted*"

*The present perfect is used for events that have begun in the past and continue to hold good for the present. They may be events that occurred in the past whose impact is felt in the present.*

**Objective and Methodology:** The main section describing the objective and procedure of the survey are written in the past tense. Notice the passive forms "*were sent*", "*were interviewed*" etc. Reports, as have already been mentioned are formal and objective. The use of the **passive voice** helps in maintaining the impersonal tone.

Notice the point headings of the questionnaire. These are verbless sentences. Such sentences are usually used for headings and listed points.

**Analysis:** This section is in the **present tense** for the most part. It deals with the implications of the survey findings. It also indicates what needs to be done in the **future**.

### 12.4.3 Internal Inquiry Reports

Corporate functioning is beset with various problems which need to be attended to as they affect business. An organization needs to look into these problems which could be related to customer satisfaction, employee satisfaction, salary



structures, business competition or problems related to all of these. When such problems arise, committees are appointed to study the problems and suggest solutions. The scope of each issue is defined and a time specified for the report to be submitted. In this section we will study a sample of this kind of report.

It is an in-house report.

The boxes on the left indicate the tense and grammatical forms used.

The boxes on the left indicate the content.

As you read, understand why a particular tense is used for a particular section.

<b>LETTER OF TRANSMITTAL</b>		
28 February 2...		
Address	The Vice-President Customer Affairs LOKAIR Mumbai	
Dear Sir,		
Present Continuous	I am submitting the report compiled by the Special Committee appointed by you to examine the causes of the growing customer dissatisfaction with LokAir services.	Topic
Present for future indication	I hope that the recommendations of the Committee will help us set right the problems arising from customer complaints and get our operations back again on the growth track.	Expected outcome
Yours truly, <i>Beni Yanthan</i>		

<i>REPORT ON</i> <i>GROWING CUSTOMER AND EMPLOYEE DISSATISFACTION</i>		Title
<i>Submitted to</i> Ms. Yogini Madhav Vice President CUSTOMER AFFAIRS, LOKAIR		
Senior official	by Beni Yanthan Manager HUMAN RESOURCES DIVISION 28 February	Person responsible for the study

**Language focus:** A report is written **on** something.  
A report is submitted **to** someone **by** someone.



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### EXECUTIVE SUMMARY

*A Special Committee consisting of five members appointed by the Vice President, Customer Affairs inquired into the causes for growing customer and employee dissatisfaction that have plagued LOKAIR for a year now.*

Surveys and interviews indicated that customer complaints were related to baggage loss, lack of information, overbooking, delayed flights and poor on-board service.

The staff response to the above complaints was that it was a result of understaffing, long working hours, low wages and weak communication channels between operations planning and execution. Poor on-board service was a result of insufficient procurements and stocking and lack of communication between ground staff and flight attendants.

Recommendations include increase in compensation, rationalizing working hours, open channels of communication between staff and customers, management and operations. Improved mechanisms for baggage security, on-board facilities and customer relations, flight frequency and flight schedules have also been suggested.

Past

Pres.  
Perfect

Past

Past

Present

Purpose

Datacollected

Feedback from staff

Recommendations

### TERMS OF REFERENCE

The following were the members of the Special Committee, set up by the Vice President, Customer Affairs to investigate the reasons for increasing customer and employee dissatisfaction in LOKAIR:

Ms Beni Yanthan, Manager, Human Resources Division (Chairperson)  
Ms Kabita Chiring, Security Affairs  
Ms Sulagna Ganguly, Customer Care Affairs  
Ms Christine Thur, Reservation and Provisions  
Ms Aku Kiewhuo, Cabin and Ground Crew

The committee was asked to study the reasons for the steep fall in passengers in LOKAIR during the year 2.... - 2...., examine customer complaints and employee responses and submit its report to the Vice President by March 5, 2....

The study was to include the following six cities

... Mumbai, Kolkata, New Delhi, Hyderabad, Bangalore and Guwahati

Past  
Passive

Sign-posting listing

Sign-posting listing

Present	<p><b>BACKGROUND</b></p> <p>LOKAIR proposes to open new routes between Bhubaneswar and Bhopal, Dibrugarh and Hyderabad and Jaipur and Visakhapatnam. At this point of time, it is highly unlikely that license will be granted to us, the chief reason being increasing customer dissatisfaction with our prevailing services. Media reports and customer letters about deterioration in services – overbooking, lost baggage, delayed flights, inadequate information to the passengers and impoliteness have caused a sharp fall in business. There are a number of factors responsible for this. Growing discontent among the employees has become obvious which in turn has adversely affected their performance. The Committee was appointed to look into the causes for this through direct interaction with customers, travel agents and employees with a view to getting the business back on rail.</p>	Discussing Issues and giving reasons for the study
Pres.Perf		
Present		
Pres.Perf		
Past passive		

To+ verb	<p><b>OBJECTIVES</b></p> <p>To study</p> <ol style="list-style-type: none"> <li>a. customer discontent</li> <li>b. employee behaviour and</li> <li>c. and recommend remedial measures</li> </ol>
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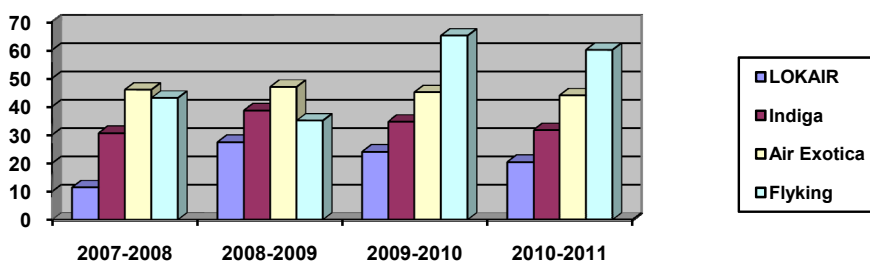
Past passive	<p><b>PLANNING</b></p> <p>A preliminary meeting of the committee was held on August 7, 20... to decide upon the modalities of the inquiry.</p> <p>It was decided that five representatives from each of the divisions, Customer Care, Security and Baggage, Reservation, Cabin Crew and Ground Crew from all the six cities along with 10 representatives of the Employees' Union would be invited to attend a meeting at the Head Office in Mumbai to understand the employees' perspective of the problems on Aug 15, 2...,</p> <p>Survey questionnaires would be distributed to 50 customers in-flight to obtain information regarding services. Long-standing customers who have opted to fly other airlines would be identified with the help of Travel Agent records and personally or telephonically contacted.</p>	Step 1
Modal verb in passive to indicate future		Decision a
		b
		c

	Discussions would be held with three important Travel Agents in each of the six cities in order to obtain their opinion. This was considered important as they have direct and personal dealings with the customers.
d	<p>The responsibilities were divided among the Committee members as follows:</p> <p>Manager, Human Resource Division: Overall Coordinator Kabita Chiring (Baggage and Security): Reasons for loss of baggage.</p> <p>Sulagna Ganguly (Customer Care Affairs): Reasons for discourteous behaviour by employees, lack of motivation</p> <p>Christine Thur (Reservation and Provisions): Provisions on-board, overbooking, delayed flights.</p> <p>Aku Kiewhuo: Problems of Employees-cabin and ground crew.</p>
e	The entire process would be completed by February 1, 2.... and the report submitted by February 28, 2...

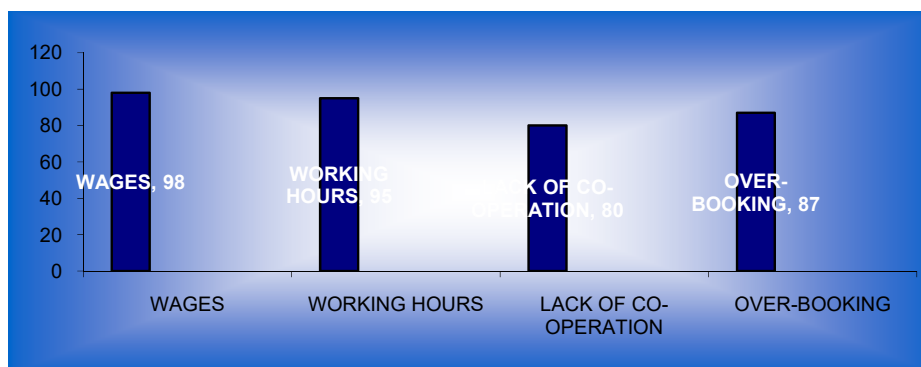
<b>PROCEDURE</b>		
Past passive	A series of 5 meetings was held with the staff to gather first-hand information on the various aspects of operational difficulties once a month.	Step 2
Past passive	The meetings were held in a democratic manner to allow for free and frank expression of views.	
Past passive	Survey forms were distributed to 50 in-flight customers and detailed information regarding various service aspects was gathered.	Step 3
Past passive	Two discussion meetings were held at each of the six locations with three leading travel agents and useful information gathered.	Step 4
Present passive	The findings are reported in the next section.	

<b>FINDINGS</b> related to employees Sources: meetings, interactive sessions, personal investigation by Aku Kiewhuo and Sulagna Ganguly]		
	<b>The major reasons of employee dissatisfaction:</b>	Findings I
		Signposting
Present perfect	LOKAIR wage structure has remained the same for the past five years, 4.8 % lower than the rationalized revision adopted by newer airlines. The employees want this discrepancy to be rectified.	Point a
Present	LOKAIR imposes 8 hour shifts for ground staff and does not compensate for overtime when employees stand in for absentees. Facilities for pick-up and drop of staff have become very irregular resulting in late reporting for duty and leaving later than duty hours.	b
Present perfect		c
Present	LOKAIR management adopts a very stiff and unsympathetic attitude towards employees' personal problems. There is no one to go to when there are crises.	d
Present	LOKAIR does not explain the rationale for overbooking by Travel Agents to the Airport desk staff. Lack of communication between the reservation officials and the check-in officials results in confusion at the counters and the latter have to face the customers' ire when flights get overbooked.	e
Present perfect	All these problems affect the overall performance, motivation and skills of the employees resulting in angry outbursts and discourteous behaviour with customers, which have proved to be detrimental to LOKAIR's public image and business.	Summary

Graph showing the comparative average wage structure of four private consumer airline employees:



Graph showing the percentage of dissatisfaction of employees about various issues:

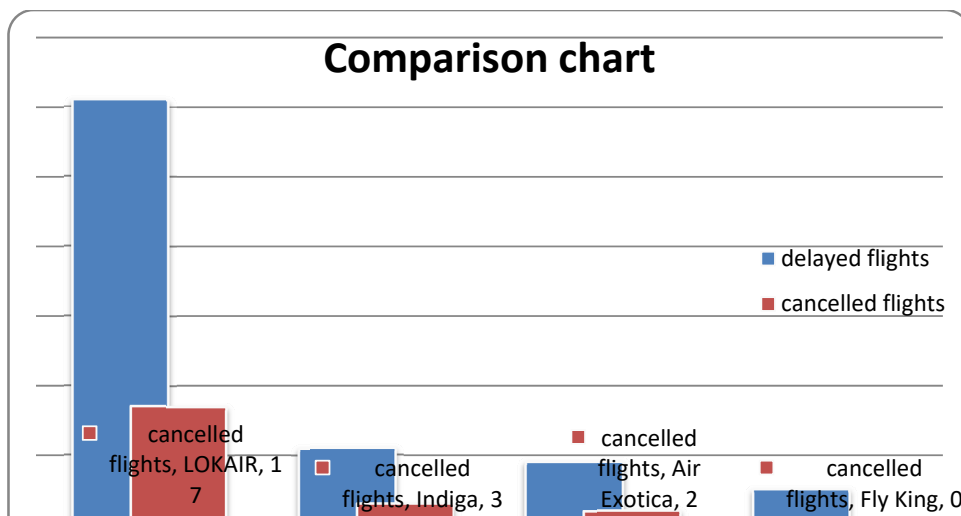


**FINDINGS related to customers**

Sources: questionnaires, personal investigation by Kabita Chiring and Christine Thur

		Findings II
Present	The following are the major problems faced by customers during the period covered by the survey:	Signposting
Past passive	<b>Overbooking</b> creates confusion and inconvenience to passengers. Overbooking was reported in 45 LOKAIR flights. 487 passengers missed their flights due to overbooking.	a
Past	<b>Delayed flights:</b> 61 flights were delayed and 17 cancelled, although passengers were accommodated in the earliest next flights.	b
Past passive	<b>Loss of baggage:</b> 103 passengers lost their baggage without recovery. Baggage of 161 passengers were lost and recovered. The main reasons for loss of baggage are: security measures not in place, poor condition of electric baggage trucks, and confusion due to overbooking.	c
Present	<b>Lack of information to passengers:</b> Due to poor communication channels within LOKAIR, passengers do not get the right information related to flights timings, schedules etc. in time	d
Past	<b>Lack of courtesy:</b> Passengers reported several instances of indifference and curtness by ground staff when approached for help with problems.	e

**Comparison chart**



<b>FINDINGS from in-flight interviews with passengers</b>		Findings II
Past passive	200 passengers were interviewed in-flight on LOKAIR services. They were asked whether they find services of other airlines better than those of LOKAIR. 85 percent people answered in the affirmative.	
Past		
Present	Last-minute cancellations and rescheduling of flights seem to be a major cause of inconvenience.	Comment
Past	23 passengers reported delays in retrieving baggage because of wrong coding systems.	Point a
Past	67 passengers complained about the quality of in-flight catering.	Point b
Past	36 passengers admitted to being the butt of curt behaviour of the ground staff at one time or the other while asking for help.	Point c

<b>FINDINGS FROM INTERVIEWS WITH TRAVEL AGENTS</b>		Findings III
Past	Interviews with three major travel agents in the six cities covered by the survey revealed that incentives and commissions provided to them and discounted fares available to customers by other airlines were far higher than those offered by LOKAIR. All the travel agents admitted that there was a fall in the rate of reservation of LOKAIR flight tickets.	a
Past		b
Past perfect	Clients' perceptions about LOKAIR had also become more negative.	c

<b>RECOMMENDATIONS</b>		Link with previous section
Nominalised Constructions  Notice prepositions following subjects	On the basis of the above findings, we recommend the following:	
	1 A 5% <u>increase</u> in wage structure and allowances. <u>Parity with</u> other airlines	List of recommendations a, b
	2 <u>Rationalization</u> of working hours. <u>Compensation</u> for overtime.	
	3 <u>Intensive training programmes</u> for customer relations management.	c
	4 <u>Open information systems</u> with complete transparency.	d
	5 <u>No overbooking</u> .	e
	6 <u>Complete revision</u> of flight schedules in consultation with AAI in order to avoid delays and cancellations.	f
	7 <u>Improvement</u> in coding systems for prevention of loss of baggage.	g
	8 <u>Improving</u> on-board catering.	h
	9 <u>Increase</u> in discount fares to woo back customers.	i
	10 <u>Advertisement campaign</u> to improve company image.	j
11 <u>Incentives</u> to Travel Agents to promote LOKAIR.	k	





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## 12.5 GRAMMAR:REDUCED RELATIVE CLAUSES

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Adjective clauses can also be **reduced** to **phrases**, which modify the noun, without changing the meaning of the sentence.

Let's look at the rules for reducing adjective clauses used as **subject of the clause**.

- 1 Omit the relative pronouns **who, which, that** and the **be** form of the verb (is, was, were, etc.)

Example:

- a A report is a formal written document on a particular function or an operation which is carried out at the workplace.

- 2 In adjective clauses that do not contain the verb **be**, it is often possible to drop the relative pronoun, and change the verb to its **-ing** form.

Examples:

- a IIC members **who have their library tickets** may borrow books.
- b IIC members **having their library tickets** may borrow books.

- 3 Some adjective clauses can be reduced to **appositive phrases**. An **appositive phrase** is simply **placing one noun or noun phrase next to another, with a comma between them**.

Examples:

- a Mrs. Gupta, **who is our MD**, is very fond of parties.
- b Mrs. Gupta, our MD, is very fond of parties.

### Check your progress 2

- 1 Which of the following phrases can be considered 'reduced' versions of relative clauses?
  - i The lady in the front row
  - ii The worker in the street
  - iii The voice of authority
  - iv The destruction of the habitat
  - v The point to consider
  - vi The proposal discussed during the meeting
- 2 First pick out the adjective clauses. Then change the adjective clauses to adjective phrases or appositive phrases.
  - i Mr. Anil Kumar is the new Branch Manager who is in-charge of the Delhi Office.
  - ii The employees who are in Mr. Kanwar's branch are having a great time.
  - iii Mr. Kanwar has written management books which are used in colleges all over the country.
  - iv He's just completed a new book which is *Working Can Be Fun*.
  - v Management, which is a difficult subject, is made interesting and entertaining by him.

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## 12.6 LET US SUM UP

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In this unit we looked at the genre features of reporting. We began with noting down the purposes of reporting and examined general kinds of reports. We then moved on to business reports and studied the language and discourse features of reports written within a company for various purposes. The samples provided will give you support in writing reports on various kinds of activities you undertake in your work situation.

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## 12.7 ANSWERS

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### Activity 2

- a Informing the public
- b Reporting Event
- c Publicizing research findings

### Activity 3

- 1 The features that are common to all the reports are that it provides information about the particular happening and all related details are given.
- 2 The first report is a precise account informing the public of an unfortunate mishap that had occurred in a village giving personal details and the actual location. The second one is a detailed report of an event along with the objectives and the details of the participants whereas the third one is to publicize the research findings of a scientific study.

### Check your progress 1

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1 28 February 2...

The Vice-President  
Customer Affairs  
LOKAIR  
Mumbai

Dear Sir,

A detailed inquiry has been made into issues concerning customer discontent and employee behaviour plaguing our company. We are likely to be refused the license for our new routes between Bhubaneswar and Bhopal, Dibrugarh and Hyderabad and Jaipur and Visakhapatnam.

The report is based on the findings related to employee dissatisfaction, customer feedback and interviews with the passengers and travel agents.

The recommendations based on these findings have been given for your consideration. An immediate implementation of the recommendations is needed. These problems could be overcome by the solutions proposed by these findings.

I hope the report would be instrumental in resolving all the drawbacks of our company.

Yours truly,  
Beni Yanthan  
Manager, HRD

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- 2 Investigating the reasons for the problems and suggesting solutions
- 3 **Letter of Transmittal:** Letter to the person who appointed the committee, stating that the report is enclosed.  
**Title Page:** Clear indication of the subject matter of the report, who it is addressed to and who is submitting it. Date must be mentioned.  
**Table of Contents:** Indication of the sections with page nos. for easy reference.  
**Executive Summary:** Gives the main points of the report.  
**Terms of Reference:** Defines the scope of the study and the members involved.  
**Background:** Describes the situation why the investigation became necessary.  
**Planning:** Describes the steps taken in planning the study.  
**Procedure:** Describes the steps in the conduct of the study.  
**Findings:** Three sets of findings according to the different groups interviewed.  
**Recommendations:** suggestions given based on the study.  
**Conclusion:** Summing up the entire report for consolidation.

### Check your progress 2

- 1
  - i The lady in the front row 'reduced'
  - v The point to consider 'reduced'
  - vi The proposal discussed during the meeting 'reduced'

### 2 Adjective clauses:

- i who is in-charge of the Delhi Office.
- ii who are in Mr. Kanwar's branch
- iii which are used in colleges
- vi which is *Working Can Be Fun*.
- vii which is a difficult subject,

### Adjective phrases or appositive phrases.

- i Mr. Anil Kumar is the new Branch Manager in-charge of the Delhi Office.
- ii The employees in Mr. Kanwar's branch are having a good time.
- iii Mr. Kanwar has written management books used in colleges all over the country.
- iv He's just completed a new book *Working Can Be Fun*.
- v Management, a difficult subject, is made interesting and entertaining by him.