Most research studies for internship will be *explorative* or *descriptive*, where interns will attempt to explore the phenomenon like customer preferences or call habits of cell phone users. These are also known as *Ex post facto research* where you have no control over the variables; you only seek to measure them.

(a) **Source(s) of data:** Give full description on how data used in the study were obtained. If you're using *secondary data* from *annual report* or other publications of an organization then do mention that and include relevant pages of them in the appendix section. In case of *primary data* obtained by interviewing customers or employees show the *data capture forms* in the appendix part. Mention what sampling methods were used and why.

(b) **Analyses of data:** Describe the type of analyses, like correlation, regression, etc. that were carried out on the data.

(further discussion on methodology will be done later on)

11. Findings: Here you will show the outcomes of the study. You might have attempted to prove or disprove a hypothesis. Show the outputs in a visually pleasant and understandable form. Tabular forms of data are more easily comprehendible than data presented at random. Choose the appropriate type of graph to show the output. To show the market share of different products or deposit mix of a bank, *pie charts* would be most appropriate, while line charts are best suited to show the trend of a certain variable over the time. Use column charts to make comparison among products from different brands for several consecutive periods. (further discussion will be made later on)

12. Conclusion/recommendations: As mentioned in Part I, make recommendations that you can substantiate.

13. Appendix: You'll have lots of tables, graphs, financial statements and pictures; do not clutter the main body of your report with them. So send them to a separate section called the *appendix* that will be placed at the end of the report. When you have a large number of items divide the appendix into several parts. For instance, *Appendix A* for the financial statements, *Appendix B* for tables showing quarterly loan disbursements, and *Appendix C* for recovery of loans, and so on so forth. The appendix will come to no use unless you use proper reference into the main body.

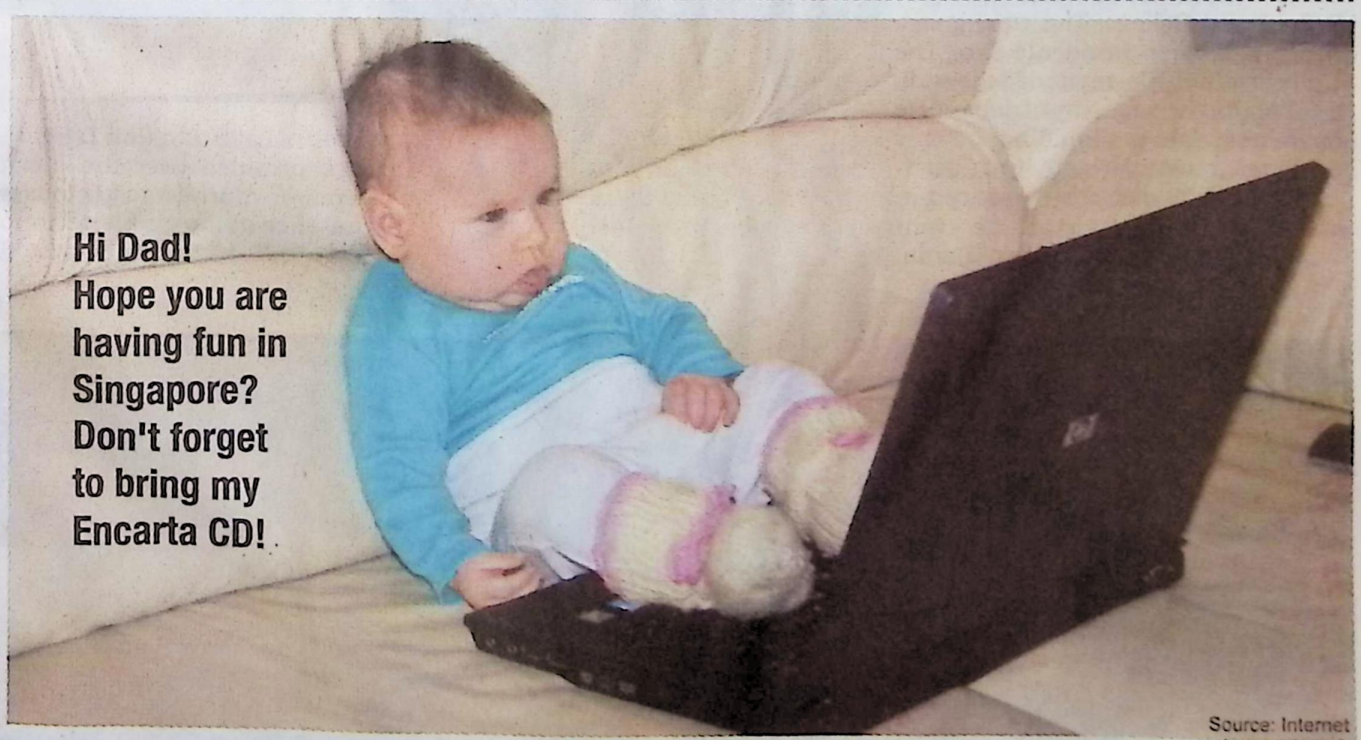
14. Bibliography: This is where you show the sources of information you've used while writing the report. This includes the text books, articles, websites, etc. Use the most common bibliography format that you've learned in your *Business Communication Course.*

(a) **Books:** author, title of book (underlined), publisher, year of publication. **Example:** Williams, Fredrick, The Communications Revolutions, Beverly Hills, Calif, Sage Publications, 1982.

(b) **Articles:** author, title of article (within quotes), name of journal (underlined), volume, no, page. Example: Swift, Martin, H., "Clear Writing Means Thinking Clear" Harvard Business Review, vol. 51, No. (January 2007), pp. 62-64.

(c) **Websites:** the URL followed by date and time when it was accessed.

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