

## 4.3 Reports, case studies and literature reviews

### 2 Essays and reports

- (1) essay
- (2) report
- (3) report
- (4) report
- (5) essay

### 3 Case studies

A case study has the advantage of providing a concrete experience/ example.

The disadvantage is that it is limited in place and time.

Topics	Case studies
Methods of teaching dyslexic children	An experimental approach to reading difficulties with under-8s in Singapore
Improving crop yields in semi-deserts	Using solar power to operate irrigation pumps in Ethiopia
Reducing infant mortality	A programme to cut smoking among pregnant women in a Greek clinic.
Building earthquake-resistant bridges	The lessons from Chile — how three structures withstood the 2010 quake

Dealing with re-offending among prisoners	Work and learning — how a Brazilian scheme encouraged convicts to stay out of jail
Improving re-cycling rates in large cities	The Berlin experiment: increasing public participation in collecting and sorting waste

## 4 Example case study

(Additional answers are possible here)

(a)

Store layouts match Chinese apartments.

Products linked to New Year celebrations.

Reduced prices by sourcing production locally.

Produces thinner but more frequent catalogues.

Uses local characters in adverts.

Attempts to provide better service.

(b)

Competition from rivals offering free delivery.

Some products, e.g. single beds not suited to Chinese tastes.

(c)

More financial details of IKEA's sales and profits in the Chinese market.

## 5 Literature reviews

(a) 2 (content and process)

(b) 7

(c) 5

(d) It is more convenient to use secondary sources in this kind of short literature review. If you were studying just one of these theorists, e.g. Herzberg, you might be expected to use primary sources.