CHAPTER 4
OBJECTIVES OF THE STUDY

4.1 RESEARCH QUESTIONS
There are many prior studies investigating relationship between the readability of the corporate disclosure and firm performance. This study too is directed towards comparison of readability scores of annual reports of Banking Sector on the basis of certain parameters. The research question is a preliminary step before framing research objectives. Following are the research questions needed to be answered by the study:

Q.1 Do the readability scores have applicability on Corporate Annual Reports.
Q.2 Do banks with better performance gives better readability scores of their annual reports?
Q.3 Do banks with better profitability gives better readability scores of their annual reports?
Q.4 Do banks with lower leverage gives better readability scores of their annual reports?
Q.5 Do banks with better liquidity position gives better readability scores of their annual reports?
Q.6 Do banks bigger in size gives better readability scores of their annual reports?

Hence, this study is motivated for accomplishing following purposes:

4.2 OBJECTIVES OF THE STUDY

4.2.1 Primary Objectives
4.2.1.1 To study the concept of readability.
4.2.1.2 To analyze the applicability of readability scores on corporate annual reports.
4.2.1.3 To determine the readability measures of the annual reports of banks.
4.2.1.4 To compare the readability score of annual reports of banks on the basis of variables financial parameters considered.
4.2.1.5 To analyze the impact of financial parameters on readability scores of annual reports.

4.2.2 Secondary Objectives
4.2.2.1 To compare the readability score of annual reports of banks on the basis of Bank’s Performance.
4.2.2.2 To compare the readability score of annual reports of banks on the basis of Bank’s Size.
4.2.2.3 To compare the readability score of annual reports of banks on the basis of Leverage level of Bank.
4.2.2.4 To compare the readability score of annual reports of banks on the basis of Bank’s Profitability.
4.2.2.5 To compare the readability score of annual reports of banks on the basis of Bank’s Liquidity position.
4.2.2.6 To analyze the impact of Bank’s Performance on readability scores of annual reports.
4.2.2.7 To analyze the impact of Bank’s Size on readability scores of annual reports.
4.2.2.8 To analyze the impact of Leverage level of Bank on readability scores of annual reports.
4.2.2.9 To analyze the impact of Bank’s Profitability on readability scores of annual reports.
4.2.2.10 To analyze the impact of Bank’s Liquidity Position on readability scores of annual reports.