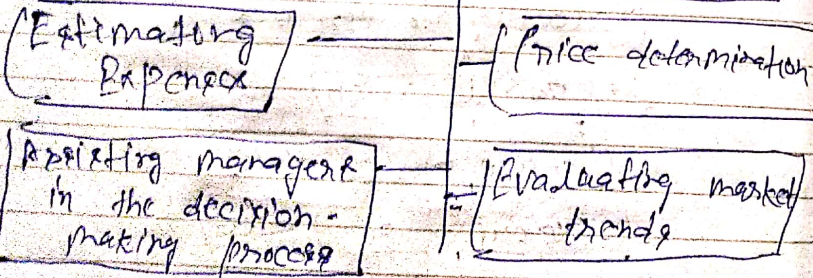


Q.2 → Critically examine business research process. Also define stratified random sampling

Ans → Business research process:-
 Research conducted for describing the business problem of a particular business, it is called Business research.
 For example, in order to start a particular business it is very crucial for the entrepreneur or the owner to have information about the types of customers and nature of competition in the market.

Why study business research



Stratified random sampling:- In statistics, stratified sampling is a method of sampling from a population which can be partitioned into subpopulations. In statistical surveys, when sub populations within an overall population vary, it could be advantageous to sample each sub population independently.

