

## Section – 3

### Ans. 2

**Business research process** entails studying all aspects of a company, its customers and the **market**, then using that information to make sound **business** decisions. Typically, a company will assess its own strengths and weaknesses, but place particular emphasis on how customers view their products.

The sequence of steps involved in the **business research process** are as follows: problem/opportunity identification and formulation, planning a **research** design, selecting a **research** method, selecting the sampling **procedure**, data collection, evaluating the data and preparing the **research** report for presentation.

**Stratified random sampling** is a **method** of **sampling** that involves the division of a population into smaller sub-groups known as strata. In **stratified random sampling** or **stratification**, the strata are formed based on members' shared attributes or characteristics such as income or educational attainment

For **example**, one might divide a **sample** of adults into subgroups by age, like 18–29, 30–39, 40–49, 50–59, and 60 and above. To **stratify** this **sample**, the researcher would then **randomly** select proportional amounts of people from each age group