

Q.2
Ans.

The business research process are a set of steps that systematically investigate a problem or an opportunity facing in the organization. As we mentioned later also in the research process this is just similar to it. The sequence of steps involved in the business research process are as follows :- problem 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. This are the main important steps involved in a business research process.

Firstly identify the problem, the researcher must identify the problem and hence file a project research for it. Then make an out

lay a research design, selecting a research method, selecting the sampling procedure also is important as to how the process of collecting data would be followed. We also evaluate the data that has been collected and then make a presentation report that would be presented in front of the jury or superiors.

Stratified Random Sampling is a method of sampling that involves the division of a population into a smaller sub-groups known as strata. In stratified Random Sampling the strata are informed based on members shared attributes or characteristics such as income or educational attainment. Stratified Random Sampling is also called proportional random sampling or quota random sampling.