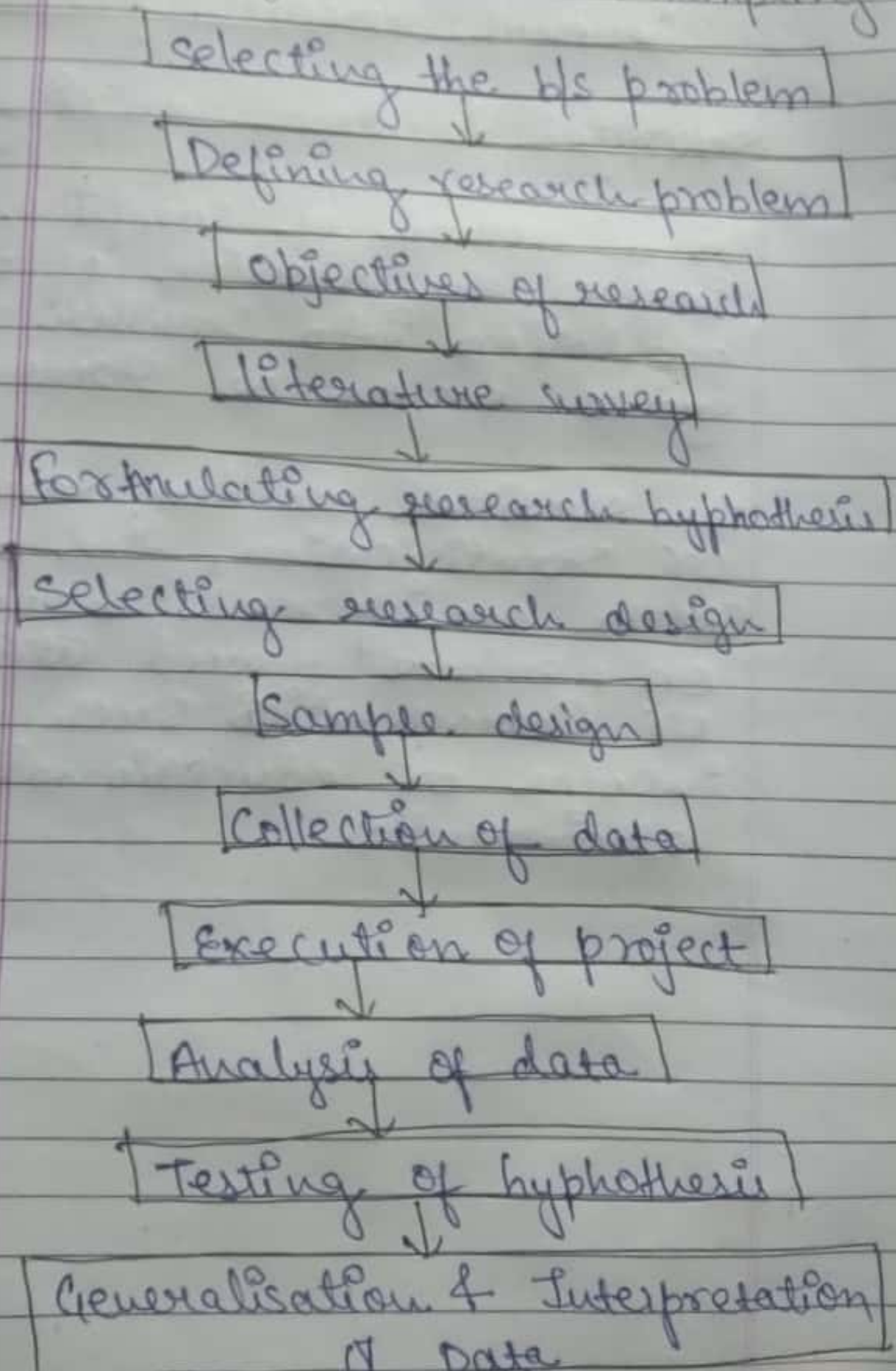


Ques 2 critically examine business research process. Also define stratified random sampling.

Ans



↓  
Preparation of Research report

## General research process

### Stratified Random Sampling-

It 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.