**Submission Template- Project**

*Please note: If you use any additional concept (from an outside source) that has not been taught in the course to explain your answers, please provide a rationale for the same to ensure fair marking.*

*Please answer the question in the space provided and save this file in PDF format before uploading***.**

**Qualitative Research**

| Q I. Based on the scenario and the business problem, identify the sample composition to conduct a qualitative study. Explain the reason for your answer. * *The sample composition should include different groups*
* *Justify the reason behind including these groups in the study*

(5 marks) |
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| Q II. Which data collection method would be most appropriate for the selected sample groups? Provide sufficient reasons for your answer. * *Identify the data collection that would be relevant for the selected sample groups*
* *Mention the reason behind this choice*

(5 marks)  |
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| Q III. Design a discussion guide that consists of the following: * Questions that explore the possible impact of work environment on the nurses
* Questions that investigate possible reasons for high nurse turnover
* Questions that probe the participant on discussing the internal and external challenges they face at the workplace
* Questions that provide a direction for the healthy work practices that the nurses demand but are not currently getting

(12 marks) |
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**Quantitative Research**

| Q I. In terms of a percentage value, for which of the seven listed parameters were the nurses’ satisfaction level the highest (ratings 4 and 5)? * *Use frequency distribution to identify the parameter with the highest satisfaction level among the respondents.*

(2 marks) |
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| Q II. Demonstrate the satisfaction level of the staff nurses across the key parameters with the help of a stacked bar graph. (4 marks) |
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| Q III. Determine the percentage of nurses/respondents willing or unwilling to stay in the hospital, based on their responses in questions 3, 4 and 5. * Question 3 (**1,2 and 3** - Not willing) (**4 and 5** - Willing)
* Question 4 (**1,2 and 3** - Not willing) (**4 and 5** - Willing)
* Question 5 (**Yes** - Willing) (**No** - Not willing)

Present the data for each of these questions using a visualisation tool for the interpreted data of each question. (6 marks)* *Use frequency distribution to analyse the data*

(6 marks) |
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| Q IV. Interpret the data collected for Q6 for the priority given to each of the parameters. Present the data using a visualisation tool. Based on your interpretation of the data, make three key recommendations to the hospital management that will help retain the nursing staff in the hospital. (6 marks)* *Use frequency distribution to analyse the data*

 (6 marks) |
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