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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FOURTH YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 8<sup>th</sup> August, 2023

Time: 11.30am –1.30pm

**KBA 400 - RESEARCH METHODOLOGY**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

**EMPLOYEE TURNOVER PROBLEM IN A TECHNOLOGY COMPANY: CASE STUDY**

A technology company is facing a significant challenge in retaining talented employees. Despite providing competitive salaries and benefits, the company observed a high employee turnover rate, leading to increased recruitment and training costs. This issue is not only affecting operations of the company but also team morale and overall productivity. The company need to identify the underlying causes of employee attrition and develop effective strategies to improve retention rates. To address these challenges, a research study should be done. This may include conducting surveys or interviews with current and former employees to gather their insights and experiences. This can help identify trends and correlations related to employee turnover. Findings from this research can be used to inform the development and implementation of retention strategies tailored to our company's needs. By conducting comprehensive research on employee retention, we aim to gain a deeper understanding of the factors contributing to turnover in our organization. The research findings will help the company formulate evidence-based strategies to enhance employee satisfaction, engagement, and loyalty, to reduce employee attrition rates.

- a) Compose a research topic from this case study. (6 Marks)
- b) Formulate three objectives of the study from the topic of the study that you have composed..... (6 Marks)
- c) Formulate three null hypotheses from the objectives of the study. (6 Marks)
- d) Describe two research designs which can be applied to help solve the problem of employee attrition in this company. (4 Marks)
- e) Discuss two types of data which can collected for the purpose of solving problems in this

- company. (4 Marks)
- f) Suggest two possible data collection methods of which are appropriate for the research topic you composed. (4 Marks)

**QUESTION TWO (20 MARKS)**

- a) Demonstrate five reasons which can make a study to be significant. (5 Marks)
- b) Discuss five core elements of the background of the study. (5 Marks)
- c) Explain four characteristics of a good research objective. (4 Marks)
- d) Describe three points which make the scope of the study important in research. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss three advantages and three disadvantages of secondary data. (6 Marks)
- b) Explain the meaning of the phrase ‘conceptual framework’ and write its contents. (5 Marks)
- c) Evaluate four factors which lead to limitation of a research study. (4 Marks)
- d) Assumptions of the study in research are the beliefs which the researcher brings to the study and are only assumed to be true. Explain five assumptions of the study. (5 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Write five factors which are included in the ‘delimitations of the study’ ... (5 Marks)
- b) Expound on your understanding of ‘empirical literature review’ and give two sources of literature review. (4 Marks)
- c) Write your understanding of ‘Theoretical literature review’. (3 Marks)
- d) Discuss four steps which can be used to develop an effective theoretical framework. (8 Marks)

**QUESTION FIVE( 20 MARKS)**

- a) Explain six characteristics of a good research problem. (6 Marks)
- b) Describe four types of research design. (8 Marks)

c) Outline three ethical consideration principles which guide research practices.

(6 Marks)