



**AMREF INTERNATIONAL UNIVERSITY  
SCHOOL OF MEDICAL SCIENCES  
DEPARTMENT OF NURSING  
END OF SEMESTER DECEMBER EXAMINATIONS**

**COURSE CODE AND TITLE: BSM 318 ENTREPRENEURSHIP**

**DATE: 7-DECEMBER 2023**

**Duration: 2 HOURS START: 9:00 AM**

**FINISH: 11:00 AM**

**INSTRUCTIONS**

- 1.** This exam is out of 70 marks
- 2.** This Examination comprises THREE Sections. Section I: Multiple Choice Questions (20 marks) Section II: Short Answer Questions (30 marks) and Section III: Long Answer Questions (20 marks)
- 3.** Answer ALL Questions.
- 4.** Do Not write anything on the question paper -use the back of your booklet for rough work if need be.

**SECTION I: MULTIPLE CHOICE QUESTIONS**

**(30 MARKS)**

1. An individual who starts, creates and manages a new business can be called
  - A. Leader
  - B. Manager
  - C. Professional
  - D. Entrepreneur
  
2. Which could provide an individual with the motivation to start a new business venture?
  - A. The financial rewards.
  - B. A desire to be independent
  - C. Risk taking
  - D. All the above.
  
3. The use of informal networks by entrepreneurs to gather information is known as.
  - A. Secondary research.
  - B. Entrepreneurial networking.
  - C. Informal parameters
  - D. Marketing
  
4. A new venture's business plan is important because
  - A. It helps to persuade others to commit funding to the venture.
  - B. Can help demonstrate the viability of the venture.
  - C. Provides a guide for business activities by defining objectives.
  - D. All the above.
  
5. Primary data is
  - A. the most important data.
  - B. the data that is collected first

C. new data specifically collected for a project

D. data that is collected second.

6. Innovation can best be defined as

A. the generation of new ideas.

B. the evolution of new ideas.

C. the opposite of creativity

.D. the successful exploitation of new ideas.

7. Which of these statements best describes the context for entrepreneurship?

A. Entrepreneurship takes place in small businesses.

B. Entrepreneurship takes place in large businesses.

C. Entrepreneurship takes place in a wide variety of contexts.

D. Entrepreneurship does not take place in social enterprises

8. Which of the following is least likely to influence the timing of new business births?

A. Government policies.

B. Profitability.

C. Consumer expenditure.

D. Weather conditions.

9. The purpose of all good small business strategy is

A. to increase turnover.

- B. to increase profitability.
- C. to achieve competitive advantage.
- D. to achieve stated objectives

10. To provide financial assistance to entrepreneurs the government has set up a number of

- A. financial advisors.
- B. financial intermediaries.
- C. Industrial estates.
- D. financial institutions.

11. Decisions taken by an entrepreneur on behalf of his enterprise are known as

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions

12. Decisions which are concerned with policy matters and exercise fundamental influence on the objectives of the organization are called

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions

13. A key aspect of the financial section of the business plan is

- A. A statement of management skills.
- B. A realistic sales forecast.
- C. Production capacity.
- D. A description of competitors.

14. Which one of the following describes unemployment?

- A. The number of people who voluntarily choose not to work.
- B. The number of people who are jobless and are actively seeking work.
- C. The number of people who are not actively seeking work.
- D. The number of people actively seeking work who find work

15. Idea of new product is tested in potential consumers to determine consumer acceptance at which stage.

- A. Concept.
- B. Product development.
- C. Test marketing.
- D. Commercialization

16. The process of preparing an inventory of skills needed for effective implementation of the project is called as

- A. Economic viability.
- B. Financial feasibility.
- C. Technical feasibility.

D. Managerial competence

17 Which investment is considered for deciding the status of manufacturing enterprises?

A Working capital

B Building and land

C Plant and machinery

D Salary of employee

18. As compared to entrepreneur, manager.

A is an owner

B has certain and fix salary

C assumes risk and uncertainty

D has a motive to start a venture

19. As compared to small scale business, large scale business require.....

A less no. of persons

B less no. of capital

C more no. of persons

D small machines and tools

20 In an economic growth, role of entrepreneur is to.....

A Generate Employment

B Stagnate Standard of living

C Improve per capita income

D Unbalance the regional development.

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**SECTION II: SHORT ANSWER QUESTIONS**

**(30 MARKS)**

1. Outline five (5) characteristics of a successful entrepreneur (5 marks)
2. State five (5) distinctions between an entrepreneur and a manager (5 marks)
3. Enumerate five (5) functions performed by religion (5 marks)
4. State five (5) differences between an entrepreneur and intrapreneur (5 marks)
5. Outline five (5) roles of profit in entrepreneurial business activities (5 marks)
6. Outline five (5) classification of entrepreneurs by Clarence Danhof (5 marks)

**SECTION III: LONG ANSWER QUESTION**

**(20 MARKS)**

Discuss the following roles of entrepreneurship to economic development:

- (i) Economic roles
- (ii) Social roles.
- (iii) Political roles

( 20 marks)



**AMREF INTERNATIONAL UNIVERSITY**  
**COURSE OUTLINE**

**PROGRAM: BSc Midwifery**

**UNIT CODE: BSM 318 Entrepreneurship**

**LECTURE HOURS: 45    PRE-REQUISITES: Communication Skills    LECTURER: DR BUTTO**

**AMARCH LECTURER CONTACTS: 0724 352**

**450**

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**1.0 COURSE PURPOSE:**

This course is designed to equip the learner with knowledge and skills to identify, pursue and exploit business opportunities in midwifery care provision.

**2.0 LEARNING OUTCOMES:**

By the end of this course, the learner should be able to:

1. Describe the concepts of entrepreneurship in health
2. Describe the entrepreneurial process and practice
3. Describe business ethics and professionalism in health
4. Explain basic concepts in business management

**3.0 COURSE OUTLINE**

<b>Week</b>	<b>Topic</b>	<b>Subtopics</b>	<b>Remarks</b>
1.	<b>Introduction and concepts</b>	definitions; concepts and characteristics of entrepreneur; identifying opportunities; creating opportunities; evaluating opportunities in midwifery and maternal and new born health; definitions; historical development.	
2.	<b>Introduction and concepts</b>	creating opportunities; evaluating opportunities in midwifery and maternal and new born health; definitions; historical development	
3.	<b>Introduction and concepts</b>	Entrepreneurial mind set; nature and growth of entrepreneurship	
4.	<b>Introduction and concepts</b>	types of entrepreneurs, and characteristics of entrepreneur	
5.		CAT 1	

Week	Topic	Subtopics	Remarks
6.	<b>Entrepreneurial Process:</b>	Generating ideas, Opportunity identification, business concept	
7.	<b>Entrepreneurial Process:</b>	Resource mobilization; physical, financial and human	
8.	<b>Entrepreneurship Practice</b>	types of ventures; Risks and benefits, legal and regulatory framework for private practice –regulatory body requirements	
9.	<b>Entrepreneurship Practice</b>	Ethics and social responsibility, market research, feasibility analysis, development of business plan, managing and growing the business venture.	
10.		CAT II	
11.	<b>Business Ethics and Professionalism</b>	definition of business ethics, medical ethics, conflict between business needs and medical ethics.	
12.	<b>Business Management:</b>	Customer service; customer needs in MNH services; customer satisfaction surveys; tools.	
13.	<b>Business Management:</b>	Technology and business. Cash flow management; book keeping, importance of book keeping, cash inflow and outflows.	
14.	<b>Business Management:</b>	definition of risks, types of business risks; assessing business risks, tools, managing business risks. Networking and partnerships for MNH businesses; types of partnerships, importance; stakeholders in MNH business; collaboration versus competition in business	
15.		<b>End of semester exams</b>	

#### 4.0 TEACHING METHODOLOGY

Lectures, Group discussions, simulations, demonstrations, skills lab methodology, Practicals, Bedside teaching, clinical and plenary presentations

#### 5.0 INSTRUCTIONAL MATERIALS

LCD projectors, computers, White boards, Flip charts

#### 6.0 COURSE EVALUATION

CAT -30MARKS

END OF TRIMESTER- 70MARKS

PASS MARK 50%

## 7.0 CORE READING MATERIALS

1. Melvin, H., Rawson, E.& Branch, D.(2016). *Nutrition for Health, Fitness and Sport* (11<sup>th</sup> Ed.). McGraw-Hill Education
2. Lee, R.D and Neiman, D.C., (2013). *Nutritional assessment* (6<sup>th</sup> Ed.). New York: McGraw-Hill. ISBN:978-0078021336
3. Watson, R.R. (ed). (2015). *Foods and dietary supplements in the prevention and treatment of disease in older adults*. Amsterdam: Academic press. ISBN:978-0-12-418680-4

## 8.0 Further Reading Materials

1. Geissler, C.A and Powers, H.J. (2012). *Human nutrition* (12<sup>th</sup> ed.). Edinburgh: Elsevier. ISBN:9780702031182
2. Rosenthal, J.(2018). *Integrative Nutrition: A Whole-Life Approach to Health and Happiness*. UK: Integrative Nutrition Inc.

## 9.0 E-Books

1. Charney, P.(2016). *Nutrition Assessment*. Momentum Press
2. Eilender, E.( 2016). *Nutrition Throughout the Lifecycle*. Momentum Press
3. Eilender, E. (2016). *Public Health and Community Nutrition*. Momentum Press
4. Watson, R. (2015). *Health of HIV Infected People: Food, Nutrition and Lifestyle with Antiretroviral Drugs*. Elsevier Science & Technology
5. Food Forum, Food and Nutrition Board & Institute of Medicine. (2014). *Sustainable Diets: Food for Healthy People and a Healthy Planet - Workshop Summary*. National Academies Press
6. Lutz, C., Erin, M.& Litch, N. (2014). *Nutrition and Diet Therapy* (6<sup>th</sup> Ed.). F. A. Davis Company