



**HMD 421: Entrepreneurship skills for health workers**

**DATE: 4<sup>th</sup> Dec 2023**

**TIME: Two Hours                      Start: 4.15PM                      Finish: 6.15PM**

### **INSTRUCTIONS**

1. This exam is marked out of 70 marks
2. Answer All Questions in Section A
3. Answer Any TWO Questions in Section B
4. The exam shall take 2 Hours

**SECTION A: SHORT ANSWER QUESTIONS: ANSWER ALL QUESTIONS - 30 MARKS**

1. a) Identify three crucial entrepreneurial qualities vital for success in the healthcare entrepreneurship landscape (3marks)  
b) Point out how any of the two identified entrepreneurial qualities specifically impact the innovation process within healthcare entrepreneurship? (2 marks)
2. a) Define entrepreneurship from the lens of a healthcare innovator? (2 marks)  
b) Highlight the contributions of health entrepreneurship to economic development, focusing on two distinguishing factors that drive economic growth. (4 marks)
3. Pinpoint two essential components of feasibility analysis crucial for evaluating the viability of healthcare business ideas. (4 marks)
4. a) Differentiate between a Sole Proprietorship and a Limited Liability Company concerning business ownership and liability in Kenya. (4 marks)  
b) State two characteristics of a partnership form of business (2 marks)
5. a) Define Business Law (1 mark)  
b) Outline four reasons why comprehending business law is important for healthcare business owners in Kenya. (4 marks)
6. Explain the relevance of Expectancy Theory to motivation in healthcare entrepreneurship. (4 marks)

**SECTION B: LONG ESSAY QUESTIONS: ANSWER ANY TWO (2) QUESTIONS (40 MARKS)**

7. Discuss five strategies employed by entrepreneurs in healthcare in: staff management duties like hiring, training, and keeping employees motivated. (20 marks)
8. (a) Explain five types of entrepreneurs by relating them with small-scale enterprises (SSEs). (10 Marks)  
  
(b) Using examples of classic, serial, and social entrepreneurs illustrate differentiate motivations and impacts (10 marks)
9. (a) Discuss the integration of Maslow's Hierarchy of Needs into the realm of healthcare entrepreneurship, emphasizing the multifaceted motivations driving entrepreneurs. (10 Marks)

(b) Explain the role of meeting personal and professional needs through entrepreneurial ventures in healthcare, and how it aligns with the various stages of Maslow's hierarchy. (10 marks)

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