AMREF INTERNATIONAL UNIVERSITY

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT

BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT

SPECIAL/SUPPLEMENTARY EXAMINATION MARCH 2024

HMD 421:   Entrepreneurship Skills for Managers

DATE: March 2024

TIME: Two Hours   **Start:** 0.00pm   **Finish:** 0.00pm

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

ANSWER ALL QUESTIONS - 30 MARKS

1. a) State the five (5) needs under Maslow's Hierarchy of Needs? Arrange in order from lower order, to higher order needs. (5marks)

    b) Outline five (5) ways in which Maslow's Theory influences healthcare innovators to venture into healthcare entrepreneurship. (5 marks)

2. Define a healthcare entrepreneur, bringing out key characteristics that differentiates them from traditional business owners. (5 marks)

3. a) Define the Expectancy Theory. (3 marks)

    b) Highlight why the Expectancy Theory is an important determinant in Healthcare Entrepreneurship. (3 marks)

4. a) State Six (6) challenges that healthcare entrepreneurs face in managing healthcare workers (6 marks).

    b) List three (3) ways that you can avert some of the challenges identified in 4a) above. (3 marks)

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

5. The distinction between different types of entrepreneurs lies in their primary motivations, goals, and areas of impact. Giving examples from the healthcare industry, discuss the distinguishing characteristics of classical, serial and social entrepreneurs? (20 marks)

6. Using relevant examples, explain ten (10) roles of entrepreneurship in improving healthcare services? (20 marks)

7. a) Differentiate between Intrinsic and Extrinsic Motivation (5 marks)

    b) Diverse intrinsic and extrinsic motivations drive healthcare entrepreneurs. Using a healthcare entrepreneurship case study of your choice, elaborate on the aforementioned statement. (15 marks)