



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF PUBLIC HEALTH**  
**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND**  
**DEVELOPMENT**  
**END OF SECOND SEMESTER EXAMINATION MAY-AUGUST 2024**

**HMD 421** ENTREPRENEURSHIP FOR HEALTH SYSTEMS MANAGEMENT

**TIME:** Two Hours

**Date :** August 2024

**TIME :** Two (2) Hours      Start-----End.....

**INSTRUCTIONS TO CANDIDATES**

- 1) This exam is out of 70 marks
- 2) Section-A is compulsory with a Total of 30 Marks
- 3) Answer any TWO (2) questions in Section B
- 4) *Read carefully the additional instructions preceding each section.*

## **SECTION A: COMPULSORY (30 Marks)**

### **QUESTION ONE**

You have been invited by the Governor of Nairobi County Government to a one-week workshop he is holding for his Members of County Assembly. The core business is to explore the best way to increase County Government Revenue. The MCA's have suggested that the best way is to encourage the youth in the whole of Nairobi county to engage entrepreneurship, either individually or in groups. Those who set up their enterprises as groups will be funded by the county government. Those who go individual way will have to take loans which the county government will facilitate. However, in each case, they must have a business plan, professionally written and applicable in each case. The MCA's have been charged with this responsibility, guiding the youth on how to write a business plan and making sure they understand its importance. You have therefore been recommended by the local MCA as the most suitable Professional to teach them all about business plan. Based on the above

- a) What is the importance of a business plan? **(2Marks)**
- b) What difference does it make whether you have a business plan or not? **(3Marks)**
- c) What are the elements of a business Plan. **(5Marks)**

### **QUESTION 2**

- a) Differentiate entrepreneurship from entrepreneur, giving relevant examples where possible. **(2 Marks)**
- b) Explain four ways in which the Kenya government promotes entrepreneurship. **(4 Marks)**
- c) Describe four qualities of an entrepreneur **(4Marks)**

### **QUESTION 3**

- a) Discuss five sources of entrepreneurial finances. **(5 Marks)**
- b) What is the role of Entrepreneurship in the economy**(4Marks)**
- c) Outline four various ways of generating business ideas and give examples**(3Marks)**
- d) List down two challenges experienced by Small Medium enterprises.**(2Marks)**

**SECTION B : ANSWER ANY TWO (2) QUESTIONS (40 Marks)**

**QUESTION THREE**

- a) Discuss how entrepreneurs can ensure that business stays innovative and fresh? Why do you think some small business lose their creative edge as businesses grow? **(10 Marks)**
- b) Differentiate between a sole proprietorship and partnership and discuss two advantages and two disadvantages for each **(6 Marks)**
- c) Discuss four critical functions of an entrepreneur **(4 Marks)**

**QUESTION FOUR**

- a) In your own opinion, what do you think is the most effective and efficient way for small business owners to promote and market their products or services and why? **(10 Marks)**
- b) Discuss any five key emerging trends in businesses today. **(10 Marks)**

**QUESTION FIVE**

- a) Records management is the control and maintenance of both digital and hard copy documentation of transactions and business activity discuss benefits of maintaining good records in a business **(10Marks)**
- b) Define Business opportunity and identify five gaps that may create business opportunity in the Market**(10Marks)**