



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF MEDICINE
DEPARTMENT OF NURSING AND MIDWIFERY SCIENCES
BACHELOR OF SCIENCE IN MIDWIFERY
END OF TRIMESTER EXAMINATION AUGUST 2022**

UNIT CODE:UNIT NAME BSM 318 ENTREPRENEUSHIP

DATE: 3RD AUGUST, 2022

TIME: TWO HOURS START: 2|:00 PM FINISH: 4:00 PM

INSTRUCTIONS

1. Read the questions carefully and answer only what is asked.
2. ENTER YOUR ADMISSION NUMBER on each sheet of paper used.
3. All questions are compulsory.
4. Answer ALL questions on the examination booklet provided

SECTION A: MULTIPLE ANSWER QUESTIONS (MCQS) (20 MARKS)

1. An entrepreneur is one who;
 - a. Scans the environment
 - b. Identifies business opportunities
 - c. Brings resources together and starts a business
 - d. All the above

2. Good sources of information for an entrepreneur about competitors can be obtained from;
 - a. Websites.
 - b. Product information leaflets.
 - c. Company reports and published accounts.
 - d. All the above

3. Indicate True (T) or False (F) in the following statements:
 - a. Entrepreneurship involves mobilizing the resources & combining them to initiate change in production.
 - b. The entrepreneur always introduces something new or can be an imitator.

4. An entrepreneur who enters the market with a product or service which is based on new technology is called:
 - a. Innovative entrepreneur
 - b. Replicative entrepreneur
 - c. Opportunity entrepreneur
 - d. Necessity entrepreneur

5. A working model of the start-up product is confirmed as meeting the specifications typically in the:
 - a. Ideation stage
 - b. Prototyping stage
 - c. Testing stage
 - d. Marketing phase

6. For start-up success, the following must be a core competence:
 - a. Innovation and Creativity
 - b. Managing Government relations
 - c. Managing public relations
 - d. Managing banks

7. Fabian entrepreneurs are:
 - a. Hardworking
 - b. Innovative
 - c. Risk-averse
 - d. Risk taker

8. _____ utilizes a chance to introduce a new technique or new product:
- Innovative entrepreneur
 - Instigated entrepreneur
 - Initiative entrepreneur
 - Fabian entrepreneur
9. A business plan helps:
- Express your entrepreneurial vision
 - Prescribing the strategy and operations of your health business
 - Provide focus for your health business and a roadmap towards achieving its goals
 - All the above
10. In business environmental analysis PESTEL is an acronym for scanning the external business environment, P stands for:
- Policies
 - Political environmental factors
 - Policing
 - Pricing
11. Among the 7Ps of Marketing, Promotion relates to:
- Communicating a product offering
 - Giving price discounts
 - Advertising only
 - Selling a service or product
12. SWOT is a tool used for assessing a business venture's environmental factors. S in the acronym stands for:
- Strategy
 - Solution
 - Strengths
 - Suspicion
13. An enterprise stakeholder is:
- One who holds a stake
 - One who can influence your enterprise
 - One who can be influenced by your enterprise
 - B & C only
14. Steps taken in order to establish a new enterprise include:
- Idea generation, business plan development, resourcing, managing the company, growth
 - Idea generation, resourcing, business plan development, managing the company, growth
 - Business plan development, Idea generation, resourcing, managing the company, growth
 - Resourcing, business plan development, managing the company, growth, idea generation

15. One of the following is the first step in recruitment process for staff for a business:
- Advertise the identified vacancy
 - Identify a vacancy
 - Identify where likely candidates may be found
 - Document the initial sifting of applicants
16. One of the following is **not** a challenge for the entrepreneur?
- Managing the cash flow of their business
 - Recruiting new employees
 - Choosing the product or service to sell in the market
 - Formulating rules and regulations relating to conducting entrepreneurship their country
17. What is the purpose of a feasibility study for starting a new venture?
- Exploring for potential customers
 - Estimate sales
 - To understand if there are any barriers to success
 - None of the above
18. A brand includes:
- Accounting books
 - Logo and pantones
 - Tools of trade
 - None of the above
19. One of the following actions of an entrepreneur will most likely result in creative destruction:
- Developing a new product
 - Taking over a competitor's business
 - Issuing shares to individuals and institutions
 - Lowering prices of your product or service
20. An internal force that affects a business:
- Competitive forces
 - Technological forces
 - Economic forces
 - Socio-economic forces

SECTION B: SHORT ANSWER QUESTIONS (SAQS) 30 MARKS

1. Outline five (5) characteristics of an entrepreneur. (5 Marks)
2. State six (6) factors to consider before starting a business in midwifery or maternal and new born health. (6 Marks)
3. Describe four (4) types of entrepreneurs according to their attitudes. (4 Marks)
4. Highlight five (5) advantages of a sole proprietorship business. (5 Marks)
5. Describe five (5) benefits of managing business finances. (5 Marks)
6. Outline five (5) benefits of inventory management. (5 Marks)

SECTION C: LONG ANSWER QUESTION (20 MARKS)

1. Explain the five (5) phases of an entrepreneurship process. (10 Marks)
2. Mr. K started a health business in a new town, he was advised to market the services of the business so as to create awareness and increase client numbers.
 - a. Define the term marketing (1 Mark)
 - b. Describe how Mr. will conduct market research before starting his business. (2 Marks)
 - c. Explain the 7 Ps of marketing that brings about customer satisfaction (7 Marks)