



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF MEDICAL SCIENCES
DEPARTMENT OF REHABILITATION MEDICINE
BACHELOR OF SCIENCE IN PHYSIOTHERAPY**

END OF TRIMESTER EXAMINATIONS JANUARY TO APRIL 2025

UNIT CODE: PHT 422

UNIT NAME: ENTREPRENEURSHIP SKILLS

DATE: 17th APRIL 2025

TIME: 9am-11am

INSTRUCTIONS

1. All students will have two (2) hours to complete the examination
2. Attempt all questions as per the instruction
3. It is the student's responsibility to report any page and number missing in this paper.
4. Check that the paper is complete
5. Total number of pages is 7 including the cover.
6. Read through the paper quickly before you start.

Section A. Multiple choice question. Answer all questions (30 marks)

- Q1. Entrepreneurship occurs only in urban areas
A. True
B. False
- Q2. An entrepreneur is one who is willing to attempt to implement a business concept and then give up if it does not meet immediate expectations
A. True
B. False.
- Q3. Entrepreneurial opportunities are a particular type of opportunity, which could lead you to create a self-sustaining venture.
A. True
B. False
- Q4. All business people are entrepreneurs
A. True
B. False
- Q5. Entrepreneurs are sole proprietors
A. True
B. False
- Q6. Sociological theories of entrepreneurship maintain that entrepreneurship can be learned
A. True
B. False
- Q7. Who coined the term creative destruction in entrepreneurship?
A. Adam Smith
B. Joseph Schumpeter
C. J B Say
D. Richard Cantillon
- Q8. Which of the following is considered to be a myth associated with entrepreneurship?
A. Successful entrepreneurs are highly educated
B. First ventures are always successful
C. All entrepreneurs must willingly invest significant sums of money
D. Successful entrepreneurs must have a break-through invention
E. All the above
- Q9. What attributes might make someone more likely to become a successful entrepreneur?
A. The need for achievement and a high tolerance for ambiguity
B. Willingness to bear risk and Self-efficacy
C. Internal locus of control
D. All of the above

- Q10. This is true of the definition of market in entrepreneurship field
- A. It where sellers and buyers meet and exchange goods and services
 - B. It is the exchange of money between two traders
 - C. It is the individual or units with needs and capacity to buy
 - D. All the above
- Q11. Entrepreneurs typically possess:
- A. The ability to easily access capital.
 - B. A set of unique skills that is usually accompanied by advanced degrees in several areas.
 - C. A high level of commitment, tolerance for ambiguity, flexibility and tenacity.
 - D. Specialized technical abilities.
- Q12. 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.
- Q13. An entrepreneur is a person who is a:
- A. Risk taker
 - B. Initiator
 - C. Opportunity oriented
 - D. All of the above options
- Q14. One of the most significant economic developments in recent business history relates to the:
- A. Growth of technologies
 - B. Development of America as the world number one economy
 - C. Entrepreneurial spirit.
 - D. Additional employment opportunities offered by government institutions
- Q15. Entrepreneurial businesses are different from small businesses because?
- A. Are innovative
 - B. They are opportunity oriented
 - C. They are growth-oriented
 - D. All of the above
- Q16. Why are small businesses important to a country's economy?
- A. They give an outlet for entrepreneurs.
 - B. They can provide specialist support to larger companies.
 - C. They can be innovators of new products.
 - D. All the above.

- Q17. The use of informal networks by entrepreneurs to gather information is known as
- A. Collaboration strategy.
 - B. Entrepreneurial networking.
 - C. Informal parameters.
 - D. Marketing
- Q18. Joseph Schumpeter (1734), described an entrepreneur as;
- A. Innovator
 - B. Tolerant risk-taker
 - C. Manager
 - D. Resource mobilizer
- Q19. Which is the best factor that inhibit creativity among individuals
- A. Lack of self-motivation
 - B. Fear
 - C. Lack of education
 - D. Inflexible
- Q20. Entrepreneurs view failure as a learning process
- A. True
 - B. False
- Q21. The 4 P's of a firm's marketing mix consists of
- A. Product, price, promotion, and place
 - B. Passion, pride, principle, and premium
 - C. Parity, passion, product, and pay
 - D. Place, promotion, passion, and performance
- Q22. Which of the following is the reason for business failure?
- A. Lack of market research.
 - B. Poor financial control.
 - C. Poor management.
 - D. All the above.
- Q23 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
- Q24 Mr X is employed in Safaricom to launch new products and explore new markets for its products. He is an
- A. Entrepreneur
 - B. Intrapreneur
 - C. Innovator
 - D. Franchisor

Q25. According the Seassional Paper No. 2 of 1992 on Small Enterprise and Jua-Kali sector any business employing 1-49 people is a small business.

- A. True
- B. False

Q26. What does it take to be creative and innovative in the business?

- A. Time and cash
- B. Education
- C. Being a risk taker
- D. Committing more time and energy

Q27. What sparked the interest in developing entrepreneurship and small enterprises in Kenya during the 1960s and 1970s?

- A. The rise of multinational corporations
- B. Stagnation of economic development and rising unemployment
- C. A surge in foreign investments
- D. Technological advancements in agriculture
- E.

Q28. Which of the following strategies has the government implemented to promote the small enterprise sector?

- A. Imposing higher taxes on small businesses
- B. Building jua kali sheds in major towns
- C. Restricting access to credit for SMEs
- D. Eliminating trade shows and exhibitions

Q29. What role does the Investment Promotion Center (IPC) play in supporting small businesses in Kenya?

- A. Providing tax breaks for large corporations
- B. Helping small businesses with marketing, procurement, and investment
- C. Limiting access to government tenders
- D. Monitoring international competition

Q30. Business opportunity relates with

- A. Business possibilities
- B. Unmet needs
- C. Risky projects
- D. Favorable market demand

SECTION B. Answer ALL Questions (20 MKS)

- Q31. a) How did J.B. Say define the role of an entrepreneur in an economic context? (5 marks)
b) What are the key elements of 'creative destruction' as defined by Joseph Schumpeter? (5 marks)

- Q32. a) Explain the difference between 'creativity' and 'innovation' in a business context. (5 marks)
b) Identify three reasons why innovation is important for business success. (5 marks)

Q33. Describe the historical context that prompted the Kenyan government to focus on entrepreneurship (5 marks)

Q34. What are the primary components of a business plan's executive summary? (5 marks)

SECTION C. Long essay question. Answer Any ONE Question (20 MKS)

- Q35.a) Explain five ways in which technology if applied in physiotherapy business in Kenya
b) What are the challenges facing its adoption? (20 Marks)

- Q36 a) Discuss why it is important for physiotherapy students to study entrepreneurship
b) What are the challenges do they face in their learning process? (20 Marks)