



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF MEDICAL SCIENCE
DEPARTMENT OF REHABILITATION MEDICINE
BACHELOR OF SCIENCE IN PHYSIOTHERAPY
END OF MAY-AUG 2025 TRIMESTER EXAMINATIONS**

UNIT CODE: PHT 422

UNIT NAME: Entrepreneurship skills

DATE: 14th August 2025

TIME: Two hours

START: 6pm

STOP: 8pm

INSTRUCTIONS (Online examinations)

1. This exam is marked out of 70 marks
2. This Examination comprises 2 Sections
3. This online exam shall take 2 Hours
4. Late submission of the answers will not be accepted
5. Ensure your web-camera is on at all times during the examination period
6. No movement is allowed during the examination
7. Idling of your machine for 5 min or more will lead to lock out from the exam
8. The Learning Management System (LMS) has inbuilt integrity checks to detect cheating
9. Any aspect of cheating detected during and or after the exam administration will lead to nullification of your exam
10. In case you have any questions call the invigilator for this exam on Tel. 0705833434 and or the Head of Department on Tel 0720491032
11. For adverse incidences please write an email to: amiu.examinations@amref.ac.ke

SECTION ONE: Answer all questions

Topex Physiotherapy Clinic Dilemma

The thought of quitting the market was the only option that Mr. Omusese was faced with after making consistent losses at his solely owned Topex Physiotherapy Clinic. He could not conceive the speed at which Topex, a company that he had nurtured over the years was collapsing under his watch. “How can these newly sprouting physiotherapy clinics take over all our clients that we have always had over the years?” Mr. Omusese exclaimed in disbelief. Mr. Omusese could not comprehend how the neighboring physiotherapy clinics could process the patient bills and had them shared to finance unit real time. He watched in disbelief as the clients from the upcoming clinics in the neighborhood booked for their physio sessions online, and also paid their bills online. A majority of clients complained that at Topex Clinic, the customer service was wanting, but the management dismissed these as allegations. Many customers complained of cancellation of clinic appointments without prior notice, and irregular scheduling of specialized physiotherapy sessions. The chief operating officer for the Clinic, Mr. Omutata; a 22-year-old son to Mr. Omusese, who had just graduated with a Diploma in Physiotherapy had complained that Topex Clinic had poor structures and that they had opened very many outlets in the recent past without proper scanning of the environment. He also noted that they operated so many other unrelated businesses and the staff get transferred from one business to another without considering their capacities. “Our business model is wrong, though it has worked in the past, times have changed! We must develop a strategic plan and adopt a new strategic direction otherwise we will be completely out of business” Mr. Omutata lamented.

QUESTION ONE

- a. Identify the shortcomings of Mr. Omusese as an entrepreneur

5 marks

- b. Based on your entrepreneurship knowledge, the board of Topex Physiotherapy clinic has recruited you as the new general manager for the clinic. Discuss the strategies that you will put in place order to turn around the business.

15 marks

QUESTION TWO

You have been invited for a workshop of a graduating class of BSc in Physiotherapy with a request to address them on the topic;

“How to start and operate a sustainable physiotherapy enterprise, the dos and the don’ts”

Describe to the participants how they could start their clinics, from start up to scaling up profitably, including a schedule of activities, for the 1st year of this business.

20 Marks

SECTION TWO: Answer any two questions

QUESTION THREE

- a. Explain the role of small businesses in a developing economy **6 marks**
- b. “Although many Universities are teaching entrepreneurship and Business education, this initiative has not succeeded in making entrepreneurs”
Critique the statement **9 marks**

QUESTION FOUR

- a. Discuss the different stages of growth for small business by clearly showing their characteristics, challenges and how these challenges should be resolved. **7 Marks**
- b. Compare and contrast internal and external locus of control as dimensions which shape entrepreneur characteristics. **8 Marks**

QUESTION FIVE

Entrepreneurship has been acknowledged as the best approach to empower the socio-economic development of rural communities in various countries. Identify an entrepreneurial idea that could be adopted by a certain community.

Develop a business canvas for this community enterprise.

15 marks