



AMREF INTERNATIONAL TRAINING CENTER

**SOCIAL WORK/ PROJECT MANAGEMENT/ CLINICAL COUNSELLING
PSYCHOLOGY 6
HE/CU/HR/BC/04/6/C
ENTREPRENEURIAL SKILLS**

WRITTEN ASSESSMENT

DATE: 12TH AUGUST 2026

Time: 2 HOURS START: 2PM FINISH: 4PM

INSTRUCTIONS TO CANDIDATE

1. You have **TWO** hour to answer all the questions.
2. Marks for each question are indicated in the brackets.
3. The paper consists of **TWO** sections: A and B.
4. Do not write on the question paper.
5. A separate answer booklet will be provided.

***This paper consists of FOUR (4) printed pages
Candidates should check the question paper to ascertain that all the pages are printed as
indicated and that no questions are missing***

SECTION A: SHORT STRUCTURED QUESTIONS**(40 MARKS)**

Instructions: Answer **ALL** questions. Each question is worth **4 marks**.

1. A newly hired Nurse spends her entire first month's salary on a high-end designer watch and a party for her friends, leaving her with no money for hospital transport or house rent.
 - a. Define the term Emotional Spending as shown in this scenario. (2 MARKS)
 - b. Identify TWO (2) strategies the nurse can use to balance her needs and wants. (2 MARKS)
2. A Laboratory Technician wants to save money to open a private lab and is choosing between a Money Market Fund (MMF) and a standard Bank Savings Account.
 - a. Differentiate between an MMF and a standard Savings Account. (2 MARKS)
 - b. List TWO (2) factors the technician should consider when deciding where to save. (2 MARKS)
3. In a medical complex, one person runs a standard retail shop selling bottled water, while a Clinical Officer develops a new solar-powered diagnostic kit for rural health centers.
 - a. Distinguish between a Business Person and an Entrepreneur using the examples provided. (2 MARKS)
 - b. State TWO (2) common characteristics of successful entrepreneurs. (2 MARKS)
4. A Public Health Officer notices that many patients in their sub-county struggle to access mental health counseling and sees this as a potential venture.
 - a. Outline the term Business Opportunity in the context of this mental health gap. (2 MARKS)
 - b. Outline TWO (2) sources of business ideas available to health professionals. (2 MARKS)
5. A Radiographer intends to start a private X-ray center alone and is considering a Sole Proprietorship structure.
 - a. Highlight the Sole Proprietorship form of business ownership. (2 MARKS)
 - b. Identify TWO (2) disadvantages of this form of ownership. (2 MARKS)
6. A private clinic is concerned about potential losses due to medical equipment theft or fire outbreaks.
 - a. Define the term Insurable Risk. (2 MARKS)
 - b. Name TWO (2) insurance products available for medical businesses. (2 MARKS)

7. Every registered medical facility in Kenya must comply with the Kenya Revenue Authority (KRA) regulations regarding employee income.
- Give the meaning of PAYE (Pay As You Earn) tax. (2 MARKS)
 - Highlight TWO (2) other types of taxes a private health facility might pay. (2 MARKS)
8. Modern hospital management involves the use of ICT tools like automated patient records and team management software.
- State TWO (2) examples of ICT tools used for business growth. (2 MARKS)
 - List TWO (2) benefits of using ICT in a medical enterprise. (2 MARKS)
9. A Pharmacist is drafting a business plan and is currently working on the Operational Plan and Management Plan sections.
- Define a "Management Plan." (2 MARKS)
 - Identify TWO (2) components found in an Operational/Production Plan. (2 MARKS)
10. A Nutritionist is deciding whether to remain in salaried employment or transition into self-employment as a private consultant.
- Differentiate between salaried employment and self-employment. (2 MARKS)
 - Give TWO (2) contributions of self-employment to the Kenyan economy. (2 MARKS)

SECTION B: EXTENDED ANSWER QUESTIONS**(60 MARKS)**

Question **ELEVEN (11)** is **COMPULSORY**. Answer any other **TWO (2)** questions from this section.

11. Dr. Mutua earns KES 100,000 monthly. He also runs a side-pharmacy that brings in KES 40,000 monthly. His monthly household rent, school fees and insurance, total KES 80,000, while entertainment and luxury travel cost KES 30,000. He wishes to invest his extra cash.
- Calculate Dr. Mutua's total monthly income and determine if his current budget results in a surplus or a deficit. (5 MARKS)
 - Apply the 50-30-20 Budgeting Rule to Dr. Mutua's total income to show how much he *should* spend on Needs, Wants, and Savings/Investments. (10 MARKS)
 - Evaluate THREE (3) factors Dr. Mutua should consider before making a final investment decision. (5 MARKS)

12. A group of five Nurse Interns has innovated a Mobile Vaccine Cooler made from recycled medical plastic and local clay. They are seeking to move their idea from a prototype to a full-scale business.
- a. Analyze FIVE (5) foundational characteristics of entrepreneurs demonstrated by this group. (10 MARKS)
 - b. Determine THREE (3) innovative standards or principles the group must follow to ensure their product is market-ready. (10 MARKS)
13. A Diagnostic Center has been operating for five years. It has reached the Maturity Stage where growth has leveled off, and competition is high. The owners are considering changing their legal structure from a Partnership to a Limited Liability Company (LLC).
- a. Compare a Partnership and a Limited Liability Company (LLC) in terms of owner liability and capital generation. (10 MARKS)
 - b. Analyze TWO (2) characteristics of the Maturity Stage of the business life cycle (5 MARKS)
 - c. Suggest TWO (2) strategies they would employ for their proposed Renewal. (5 MARKS)
14. You have identified a gap in home-based care for elderly patients in your community. Before starting the business, you must conduct a Feasibility Study to see if the idea is viable.
- a. Synthesize a Feasibility Study by describing FOUR (4) factors that must be evaluated for this home-care venture. (10 MARKS)
 - b. Assess FOUR (4) different sources of personal or business finance available to a startup in the medical field. (10 MARKS)
15. To secure a loan from a bank to purchase a new Ultrasound machine, a proprietor must present a comprehensive Business Plan and a Pitch Deck.
- a. Formulate a structured Executive Summary for this diagnostic business, highlighting the critical points an investor would look for. (10 MARKS)
 - b. Develop a checklist of FIVE (5) strategies for an effective Business Plan presentation/pitch. (10 MARKS)