



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 SEMESTER EXAMINATION APRIL 2025
HMD 421 ENTREPRENEURIAL SKILLS FOR HEALTH CARE MANAGERS

TIME: Two Hours

Date : 7th April 2025

TIME : Two (2) Hours Start: 9:00 am End: 11:00 am

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

Read carefully the additional instructions preceding each section.

SECTION A

ANSWER ALL QUESTIONS IN THIS SECTION

Short Answer Questions (5 marks each)

1. a). Define entrepreneurship (**2 marks**)
b). Highlight the relevance of entrepreneurship in healthcare (**3 marks**).
2. State five key characteristics of a successful healthcare entrepreneur (**5 marks**).
3. Distinguish between necessity entrepreneurs and opportunity entrepreneurs, with an example of each in the health industry (**5 Marks**).
4. State five common challenges faced by healthcare startups (**5 marks**).
5. Outline FIVE points on the importance of maintaining business records in the healthcare business (**5 marks**).
6. Highlight two key policies to enhance employee motivation in a healthcare business (**5 marks**).

SECTION B

Answer any **TWO** (2) questions in Section B

7. Discuss five steps in starting and operating a small healthcare enterprise (**20 marks**).
8. a). Describe five sources of financing available to healthcare entrepreneurs (**10 marks**).
b). Explain one challenge associated with each source of financing described in question (a) above (**10 marks**).
9. Explain the importance of the following terms in the management of a healthcare business;
 - i). Planning (**7 marks**)
 - ii). Organizing (**6 marks**)
 - iii). Record-keeping (**7 marks**).