



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF MEDICAL SCIENCES**

**DEPARTMENT OF NURSING & MIDWIFERY SCIENCES
END OF SEMESTER APRIL 2026 EXAMINATIONS**

COURSE CODE AND TITLE: BSM 318 Entrepreneurship

DATE: 10TH APRIL-2026

Duration: 2 HOURS

Start: 2:00PM

Finish: 4:00PM

INSTRUCTIONS

- 1.** This exam is out of 70 marks
- 2.** This Examination comprises **THREE** Sections. Section I: Multiple Choice Questions (20 marks) Section II: Short Answer Questions (30 marks) and Section III: Long Answer Questions (20 marks)
- 3.** Answer **ALL** Questions.
- 4.** Do Not write anything on the question paper -use the back of your booklet for rough work if need be.

SECTION I: MULTIPLE CHOICE QUESTIONS (20 MARKS)

1. Value based health care advocates for:-
 - a. All services offered to a patient
 - b. Patient health outcome per money spent
 - c. Highest revenue generated
 - d. The innovation of technology
2. Value-based care can be measured using:
 - a. Patient satisfaction/outcomes
 - b. Investigation performed on client
 - c. Number of available health care providers
 - d. Days spent in the hospital
3. The difference between Evidence-Based Medicine and Value-Based Medicine is:
 - a. Evidence-based medicine ignores patient outcomes
 - b. Value-based medicine highlights cost in the equation
 - c. Value-based medicine does not rely on scientific evidence.
 - d. Evidence-based medicine incorporates patient expectations
4. The primary focus of systems thinking is:
 - a. Optimizing clients disease process
 - b. Working out interdepartmental relations
 - c. Focusing on full patient care planning
 - d. Adding health care staffs in the hospital
5. "Complex Adaptive Systems" refer to
 - a. Linear and predictable systems
 - b. Systems that are independent, with static parts
 - c. Systems that are composed of interacting, self-organizing agents.
 - d. The ones that have no feedback loops.
6. The following are WHO's health systems building blocks:
 - a. Service delivery, Transportation
 - b. Health workforce, Leadership
 - c. Transportation, Mentorship
 - d. Governance, Mentorship

7. The difference between an entrepreneur and an intrapreneur is:
- Intrapreneurs take risks using the organization's resources, while entrepreneurs use their own
 - Entrepreneurs take risks using the organization's resources, while intrapreneurs use their own
 - Entrepreneurs operate within an existing organization while intrapreneurs operate both outside and inside the organization
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8. When a nurse develops a new tool/system to enhance efficiency towards patient care, it shows:
- Entrepreneurship
 - Intrapreneurship
 - Outsourcing.
 - Innovation
9. The correct sequence of intrapreneurial process in health care is:
- Implementation → Idea Generation → Championing → Development
 - Idea Generation → Development → Championing → Implementation
 - Championing → Implementation → Idea Generation → Development
 - Development → Idea Generation → Implementation → Championing
10. Entrepreneurship in midwifery refers to:
- Working in a maternity area in the facility
 - Starting a maternity home
 - Conducting research on business related ideas
 - Enhancing developments of schools with donors
11. When introducing a new labor ward product for enhancement of client care, the midwife should:
- Consider womens feedback and market demand
 - Operational costs
 - Other variety of available options
 - Competing priorities

12. Strategies that might yield high investment returns for a midwife entrepreneur are:

- a. Focusing on one specific type of care and offering it at a high quality
- b. Seeking to expanding the business branches
- c. Offering all services to cover all needs
- d. Reducing prices to compete with other competitors

13. When considering partnership in health entrepreneurship, it is important to consider:

- a. Patient satisfaction rates
- b. Financial stability of the partner
- c. Compatibility of business goals
- d. Level of patients volumes

14. Innovation in health entrepreneurship:

- a. Limits patient care and outcomes
- b. Utilizes technology advancements
- c. Enhances high quality solutions in communities
- d. Is hospitals objectives

15. While reviewing a business profitability, the appropriate document to assist in calculating the net profit would be:

- a. Cash flow statement
- b. Balance sheet
- c. Income statement
- d. Ledger book

16. Networking in entrepreneurship enhances:

- a. Business success
- b. Connectedness to mentorship
- c. Limits opportunities
- d. Wastes time

17. According to World Health Organization, the "glue" that holds the health system is:
- Financial resources
 - Health Information System
 - Medical technology
 - Donor funding
18. To gain profits in a healthcare setting, a midwife entrepreneur must balance cost-control measures with high-quality patient care by:
- Facilitating cost-cutting measures towards reducing the quality of patient care
 - Partnering with other cheaper providers to minimize labor costs
 - Investing in technology that streamlines operations while improving patient outcomes
 - Reducing the services to focus only on the most profitable offerings
19. The primary motivation for health care entrepreneur is:
- High incomes
 - Desire for professional independence
 - Registration to trademarks
 - Avoiding rigid working hour
20. "Social entrepreneurship" is described as:
- Opening a high-fee private hospital
 - Creating a non-profit clinic in the village
 - Selling pharmaceutical drugs for high profit
 - Creating a new corporate healthcare chain

SECTION II: SHORT ANSWER QUESTIONS (30 MARKS)

1. Define the term entrepreneurship (2 marks)
2. Describe four (4) characteristics of a small scale business (8 marks)
3. Outline five (5) functions of an entrepreneur (5 marks)
4. State five (5) benefits of complying with the law while considering to start a business (5 marks)

5. State five (5) challenges of starting a business (5 marks)
6. Outline five (5) benefits of maintaining business records in health care entrepreneurship (5 marks)

SECTION III: LONG ANSWER QUESTION – (20 MARKS)

1. Discuss the role of technology and innovation while considering to start health entrepreneurship business (10 marks)
2. Starting a health care business can be challenging. Discuss how to avert some business challenges in order to be successful (10 marks)