



**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** : 7<sup>th</sup> 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**).