



AMREF INTERNATIONAL UNIVERSITY

SCHOOL OF MEDICAL SCIENCES

DEPARTMENT OF REHABILITATION MEDICINE

BACHELOR OF SCIENCE IN PHYSIOTHERAPY

END OF TRIMESTER MAIN EXAMINATION

UNIT CODE: PHT 412

UNIT NAME: ENTREPRENEURSHIP SKILLS FOR PHYSIOTHERAPISTS

DATE: 7th August 2026

TIME: 2 HOURS

TOTAL MARKS: 70 MARKS

INSTRUCTIONS

1. All students have two (2) hours to complete the examination.
2. Attempt all questions as instructed in each section.
3. Section A has thirty (30) multiple-choice questions. Each question carries one (1) mark.
4. Section B has four (4) short, structured questions. Answer all questions in Section B.
5. Section C has three (3) long-answer questions. Answer any two (2) questions only.
6. It is the student's responsibility to report any missing page or unclear numbering in this paper.

7. Check that the paper is complete before you start.
8. Total number of pages is 8, including this cover page.
9. Read through the paper quickly before you start.

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SECTION A: MULTIPLE-CHOICE QUESTIONS - ANSWER ALL QUESTIONS (30 MARKS)

Choose the best answer for each question. Each question carries one (1) mark.

Q1. A physiotherapist notices that many stroke survivors in a peri-urban area miss follow-up sessions because transport to the hospital is costly. Which of the following is the most entrepreneurial first response?

- A. Rent a large clinic immediately
- B. Define the service gap and test whether clients need a closer follow-up option
- C. Buy expensive rehabilitation equipment before speaking to clients
- D. Copy the price list of an established hospital

Q2. A clinic introduces evening posture-screening sessions for office workers after repeated complaints of work-related back pain. This best illustrates:

- A. Service innovation
- B. Speculation
- C. Bookkeeping
- D. Licensing

Q3. In an entrepreneurial context, an enterprise is best understood as:

- A. Any activity done without planning
- B. An organized activity that provides goods or services to create value
- C. A government department only
- D. A clinical diagnosis made by a physiotherapist

Q4. Which of the following statements best distinguishes entrepreneurship from ordinary employment?

- A. Entrepreneurship involves identifying opportunities and taking calculated risks to create value
- B. Entrepreneurship means avoiding responsibility for decisions
- C. Employment always requires business ownership
- D. Employment cannot contribute to national development

Q5. A physiotherapist working in a large hospital proposes a new patient-flow system to reduce waiting times. Without owning the hospital, this person is acting mainly as:

- A. An intrapreneur
- B. A passive employee
- C. A creditor
- D. A supplier

Q6. Which of the following outcomes best shows the contribution of health entrepreneurship to national development?

- A. More dependence on distant hospitals for simple rehabilitation follow-up
- B. Creation of jobs and improved access to needed health services
- C. Reduction of all professional regulations
- D. Removal of all costs from healthcare services

Q7. A community-based rehabilitation service contributes to Universal Health Coverage mainly by:

- A. Making rehabilitation services more accessible to people who need them

B. Replacing all hospital-based physiotherapy services

C. Eliminating the need for trained physiotherapists

D. Offering services only to high-income clients

Q8. Which of the following activities is the strongest example of local service delivery by a physiotherapy entrepreneur?

A. Opening a follow-up service near clients who cannot regularly travel to a referral hospital

B. Waiting for patients to travel long distances for every review

C. Selling unrelated household items in a hospital corridor

D. Avoiding collaboration with community health workers

Q9. Which of the following statements best reflects the economic role of entrepreneurship?

A. It converts skills, resources and ideas into services that meet needs

B. It removes the need for management

C. It guarantees profit in every business

D. It avoids risk by avoiding decisions

Q10. In the health sector, innovation is most useful when it:

A. Addresses a real service problem while maintaining quality and ethics

B. Ignores patient safety to reduce cost

C. Copies every competitor without adjustment

D. Focuses only on the name of the business

Q11. Which of the following options best describes a small-scale physiotherapy enterprise?

A. An owner-managed service with limited capital and a small workforce

B. A multinational hospital chain with thousands of staff

C. A government policy document

D. A professional association with no service activity

Q12. Which of the following is the clearest example of a physiotherapy-related small-scale enterprise?

A. A home-visit mobility and fall-prevention service for elderly clients

B. A national road construction agency

C. A wholesale import business selling unrelated electronics

D. A large public referral hospital

Q13. A physiotherapy student plans to offer exercise education sessions to school sports teams for a fee. This enterprise would mainly be classified as a:

A. Service enterprise

B. Mining enterprise

C. Manufacturing plant

D. Commodity exchange

Q14. Which of the following additional responsibilities makes private physiotherapy practice different from clinical practice alone?

A. Managing clients, costs, records and service quality as part of business operations

B. Ignoring client feedback

C. Avoiding appointment scheduling

D. Treating every patient without informed consent

Q15. A key strength of many small-scale physiotherapy enterprises is that they can:

- A. Adapt quickly to local client needs
- B. Operate successfully without customers
- C. Avoid all competition permanently
- D. Grow without any planning

Q16. Which of the following weaknesses is common in owner-managed small enterprises?

- A. Heavy dependence on the owner for most decisions
- B. Unlimited access to finance
- C. No need for customer trust
- D. Automatic compliance with all laws

Q17. A small clinic loses clients because nearby providers offer similar services and the owner has not explained what makes the clinic different. The main problem is:

- A. Weak differentiation in a competitive market
- B. Too much record keeping
- C. Excessive professional ethics
- D. Over-supply of trained staff inside the clinic

Q18. Which of the following responses is most appropriate when a small physiotherapy enterprise faces strong competition?

- A. Clarify its target clients and improve the distinct value of its services
- B. Reduce quality to match the lowest price
- C. Stop collecting client feedback

D. Avoid monitoring service outcomes

Q19. Which of the following situations best shows poor management capacity in a small enterprise?

A. The owner cannot explain appointments, roles, prices or service priorities to staff and clients

B. The owner reviews client feedback

C. The owner monitors monthly income

D. The owner trains staff on client communication

Q20. Which of the following is a realistic external challenge for a small physiotherapy enterprise?

A. Rising rent and reduced client ability to pay

B. Unlimited free equipment from all suppliers

C. Guaranteed clients without marketing

D. No need to comply with professional standards

Q21. Opportunity-driven entrepreneurship is best shown when a graduate starts a service because:

A. A clear unmet rehabilitation need has been identified

B. The graduate wants to avoid all planning

C. Competitors are ignored

D. No client problem has been observed

Q22. Necessity-driven entrepreneurship is most likely when someone starts a business mainly because:

A. Paid employment options are limited and self-employment becomes a practical alternative

B. There is no need for income

C. There is no risk in business

D. Clients have refused all services

Q23. Which of the following behaviors best reflects calculated risk-taking?

A. Estimating likely costs, client demand and possible losses before committing resources

B. Borrowing heavily without a service plan

C. Ignoring regulatory requirements

D. Buying equipment because another clinic has it

Q24. Which of the following personal characteristics is most useful when a new physiotherapy enterprise receives poor first-month client turnout?

A. Persistence combined with a willingness to learn from feedback

B. Refusal to change anything

C. Avoidance of all communication

D. Blaming clients without reviewing the service

Q25. An entrepreneur with a strong internal locus of control is most likely to believe that:

A. Effort, decisions and learning can influence business outcomes

B. Nothing can be improved by action

C. All outcomes depend only on luck

D. Planning is unnecessary

Q26. Which of the following is the best source of a physiotherapy business opportunity?

A. Repeated unmet needs observed among patients, caregivers or communities

B. A random service name with no client problem

C. The most expensive equipment available

D. Avoiding discussion with potential clients

Q27. A business idea becomes a stronger opportunity when it has:

A. A clear customer need, feasible delivery and potential willingness to pay or support

B. No identifiable users

C. No resources required

D. No link to any health or community problem

Q28. Which of the following methods is most suitable for generating several possible physiotherapy business ideas in class?

A. Brainstorming around observed community rehabilitation problems

B. Choosing only the first idea mentioned

C. Avoiding client complaints

D. Refusing to discuss unmet needs

Q29. During a community needs assessment, which group would provide the most relevant information for a fall-prevention service?

A. Older persons, caregivers, community health workers and local clinicians

B. Only equipment sellers located outside the county

C. People with no knowledge of the community

D. Only classmates who have never visited the area

Q30. Which of the following signs suggests that a proposed physiotherapy enterprise should be reviewed before launch?

A. High start-up cost, unclear payer and unresolved professional requirements

B. Clear need, manageable cost and identified clients

C. Positive feedback from potential users

D. A service process that can be tested on a small scale

SECTION B: SHORT STRUCTURED QUESTIONS - ANSWER ALL QUESTIONS (20 MARKS)

Q31. A physiotherapist plans to open a small home-based rehabilitation service for adults recovering from stroke. Identify five legal or professional compliance issues that should be addressed before the service begins. (5 marks)

Q32. A new physiotherapy enterprise expects to buy a portable treatment couch, pay monthly room rent, pay transport per home visit, and use a small family loan. Classify any three of these items correctly as start-up cost, fixed cost, variable cost or financing source, and explain two risks the owner should manage. (5 marks)

Q33. A small clinic records high appointment numbers but has frequent unpaid balances and cannot clearly separate business expenses from personal withdrawals. State four business records that should be maintained and explain one decision that these records would support. (5 marks)

Q34. A graduate wants to offer sports injury prevention sessions to two nearby schools. Propose five low-cost actions the graduate can take to understand target customers and existing competition before launching the service. (5 marks)

SECTION C: LONG-ANSWER QUESTIONS - ANSWER ANY TWO QUESTIONS (20 MARKS) *Each question carries ten (10) marks. Answer any two questions only.*

Q35. Design an operating arrangement for a low-cost community rehabilitation follow-up service for elderly clients with mobility limitations. In your answer, address client flow, location or home-visit arrangement, appointment management, basic equipment/supplies, quality assurance and patient safety. (10 marks)

Q36. A small physiotherapy enterprise has grown from one owner-manager to a team that needs a receptionist and a therapy assistant. Discuss how the owner should recruit, assign duties, develop workplace policies, and motivate the two employees while maintaining service quality. (10 marks)

Q37. Develop the key parts of a mini-business plan for a telerehabilitation follow-up service for post-operative physiotherapy clients. Focus on the problem being solved, target customers, value proposition, revenue model, key risks, and sustainability. (10 marks)

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