



**SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**

**BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND
DEVELOPMENT**

END OF SEMESTER EXAMINATION DECEMBER 2025

UNIT CODE: HMD 421
UNIT NAME: Entrepreneurship Skills for Managers
TIME: 2 Hours

Semester/Module: SEM III/2025

INSTRUCTION

1. Time; 2 hours
2. Answer **ALL** questions in Sections A and B
3. Answer any **TWO** Question in C

SECTION A: SHORT ANSWER QUESTIONS (10 MARKS)

(Answer any questions. Each question carries 2 marks.)

1. Define *health entrepreneurship* in your own words. 2 Marks
2. Outline two characteristics of a successful health entrepreneur. 2 Marks
3. Distinguish between *social entrepreneurship* and *commercial entrepreneurship* in health.
2 Marks
4. Give two examples of innovation in digital health. 2 Marks
5. Explain the term *value proposition* in the context of a health enterprise. 2 Marks

SECTION B: SHORT APPLICATION QUESTIONS (20 MARKS)

(Answer any all questions. Each question carries 5 marks.)

1. Differentiate between *social entrepreneurship* and *commercial entrepreneurship* in the health sector.
5 Marks
2. Explain three challenges faced by health entrepreneurs in developing countries.
5 Marks
3. Describe five roles of innovation in improving healthcare delivery.
5 Marks
4. Explain five of the nine blocks of a Business Model Canvas (BMC) for a health start-up
5 Marks

SECTION C: ESSAY QUESTIONS (40 MARKS)

(Answer any TWO questions. Each question carries 20 marks.)

Question 1:

Discuss the process of developing and launching a new health enterprise, from idea generation to

implementation. Use example and illustrations to support your discussion.

20 Marks

Question 2:

Health entrepreneurship has emerged as a critical driver of innovation, access, and sustainability in modern health systems. In many low- and middle-income countries (LMICs), entrepreneurs are addressing persistent healthcare gaps through innovative business models, digital health solutions, and community-based enterprises.

Evaluate five impacts of health entrepreneurship on national health outcomes, with particular reference to low-resource settings.

20 Marks

Question 3:

- a) Examine global trends such as artificial intelligence, personalized medicine, and climate-health innovations. (10 marks)
- b) Assess how the trends in (a) above are shaping the future of health entrepreneurship and what skills future entrepreneurs will need. (10 marks)