



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

**FOURTH YEAR, SECOND TRIMESTER SPECIAL EXAMINATION
FOR THE DEGREE IN BSC. PHYSIOTHERAPY**

COURSE CODE: HPE 308

COURSE TITLE: ENTREPRENEURSHIP FOR PHYSIOTHERAPY

DATE: Thursday 22nd October 2020

TIME: 10:00 Am- 1:00PM

INSTRUCTIONS TO CANDIDATES

Instructions to Candidates
Answer All Questions

Section A: Multiple Choice Questions (MCQ)	20 Marks.
Section B: Short Answer Questions (SAQ)	40 Marks.
Section C: Long Answer Question (LAQ)	40 Marks

TIME: 3 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over.

Section A: Multiple Choice Questions (MCQ)**20 Marks.**

1. What is the process by which individuals pursue opportunities without regard to resources they currently control?
 - A. Startup management
 - B. Entrepreneurship
 - C. Financial analysis
 - D. Feasibility planning

2. Having more than 50% ownership position that provides the entrepreneur with managerial control is called:
 - A. Joint venture
 - B. Majority interest
 - C. Horizontal merger
 - D. Diversified activity merger

3. The level at which an individual is viewed by society is called:
 - A. Financial status
 - B. Qualification
 - C. Social status
 - D. Achievement

4. Which one of the following is an important source of idea generation due to their familiarity with the needs of market?
 - A. Existing products and services
 - B. Distribution channels
 - C. Federal government
 - D. Consumers

5. Members of distribution channels are excellent sources for new ideas because:-
 - A. They are familiar with the needs of the market
 - B. They earn a handsome profit from new business
 - C. They do not bother if entrepreneur bears a loss
 - D. They have well-developed sales force

6. Which one of the following is the most important characteristic of a successful business website?
 - A. Speed
 - B. Innovation
 - C. Graphics
 - D. Products

7. Why should an entrepreneur do a feasibility study for starting a new venture?
 - A. To see if there are possible barriers to success
 - B. To identify possible sources of funds
 - C. To estimate the expected sales
 - D. To explore potential customers

8. For which of the following copy right acquisition is desirable?
 - A. Songs
 - B. Poems
 - C. Models

- D. All of the given options
9. Which of the following is TRUE for Disclosure Document?
- It gives recognition that he was the inventor of the idea in past
 - It gives recognition that he is the first the inventor of the idea
 - It gives recognition that he will be the invent an idea in future
 - It gives recognition that he wants to copy the idea
10. Which of the following is a method of selling goods to another country by taking care of transactions?
- Indirect exporting
 - Direct exporting
 - Importing
 - Management contract
11. Which of the following factor has allowed small companies to act like they are big ones?
- Technology
 - Customers
 - Economic development
 - Competition
12. Which of these is true about entrepreneurs?
- Entrepreneurs are born, not made.
 - Anyone can start a business.
 - Entrepreneurs are gamblers.
 - Age is no barrier in entrepreneurships.
 - All of these are true about entrepreneurship.
13. All of the following are true about entrepreneurs Except:-
- Starting a business is risky and often ends in failure.
 - Money is the most important start up ingredient
 - Entrepreneurs are their own bosses and completely dependent.
 - If an entrepreneur is talented, success will happen in a year or two
14. Which of the following statements is not true?
- Many now-great companies had early failures
 - Entrepreneurs spot, create, and exploit opportunities.
 - One opportunity for entrepreneurs is outer space.
 - If an idea doesn't work, you could capitalize on the side street effect
15. Which of these characteristics has not been associated with entrepreneur's success?
- Commitment and determination
 - Creativity, self-reliance and ability to adapt
 - Leadership
 - Motivation to fail
 - Opportunity obsession
16. The business plan
- Helps determine the viability of your enterprise
 - Helps you obtain financing
 - Guides you as you plan and organize
 - All of these

17. A merger of children books publishing company with a toys manufacturing company is an example of:
- Vertical merger
 - Product extension merger
 - Horizontal merger
 - Diversified activity merger
18. The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing:
- Entrepreneurship
 - Intrapreneurship
 - Managerial domain
 - Administrative domain
19. Normally sponsor links are used in which of the following type of promotion?
- Publicity
 - Trade shows
 - Personal selling
 - Internet advertising
20. Which of the following is the most important for the entrepreneur, while starting a new venture, to make an assessment of?
- Risk
 - Profit
 - Market
 - Competitors

Section B: Short Answer Questions

40 Marks

1. Explain four philosophy of entrepreneurship citing illustrations 8 marks
2. Outline eight factors to consider while setting entrepreneurship goals 8 marks
3. Explain eight elements of a business proposal plan 8 marks
4. State eight ways of motivation of clients in business 8 marks
5. Explain eight limitations of buying an on-going small business 8 marks

Section C: Long Answer Questions

40 marks

1. Discuss, citing realistic examples in Kenya on investor's perspective and entrepreneur's perspective 20 marks
2. Describe how small scale health related business, operational decisions are made 20 marks