



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

MAIN CAMPUS AND NAIROBI CENTRE

**UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR**

THIRD YEAR, FIRST TRIMESTER EXAMINATION

**FOR THE DEGREE
OF
BACHELOR OF SCIENCE IN HEALTH PROFESSION EDUCATION**

COURSE CODE: HPE 308

COURSE TITLE: Entrepreneurship for Educators in Health

DATE: Thursday 8th December 2016

TIME: 2:00- 5:00pm

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 5 Printed Pages. Please Turn Over.

Section A: Multiple Choice Questions (MCQ)

20 Marks

1. Which of the following statements is considered to be a myth associated with entrepreneurship?
 - A. Successful entrepreneurs are born not made
 - B. First ventures are always successful
 - C. All entrepreneurs must willingly invest significant sums of money
 - D. Successful entrepreneurs must have a break-through invention
 - E. An entrepreneur faces extraordinary business risks
2. A/An _____ is best described by stating it is any business that is independently owned and operated and is not dominate in its market.
 - A. Strategic alliance
 - B. Corporation
 - C. Entrepreneurship
 - D. Proprietorship
 - E. Small business
3. For small business owners, one of the most important objectives is _____.
 - A. Market presence
 - B. Growth
 - C. Profitability
 - D. Adaptability
 - E. Innovation
4. Which of the following is not considered a common characteristic of an entrepreneur?
 - A. Internal locus of control
 - B. High need for achievement
 - C. Self-confidence
 - D. External locus of control
 - E. Willingness to take risks
5. Mrs Jane believes that what takes place within his new health facility is mostly the result of fate or factors that are outside of his control. It could be stated that Mrs Jane possesses a/an _____.
 - A. Innovative spirit
 - B. Intrapreneurship
 - C. Internal locus of control
 - D. High need for achievement
 - E. External locus of control
6. The entrepreneur who is committed to the entrepreneurial effort because it makes good business sense is classed as a/an _____.
 - A. Inventor
 - B. Opportunist
 - C. Hacker
 - D. Craftsman
 - E. Craftsperson
7. Mr. Juma is one of the newest and most successful entrepreneurs in health care work in Kakamegacounty. He handles numerous dealings with other companies for the exchange of goods and services. His primary goal is to ensure that all parties involved receive favorable and acceptable terms. Mr. Juma is most probably excellent at the entrepreneurial skill of _____.
 - A. Negotiating
 - B. Networking
 - C. Leadership
 - D. Analysis

- E. Alliance building
8. The steps involved in an entrepreneurial endeavor include all but which one of the following?
- A. Business plan formulation
 - B. Obtaining financing
 - C. Selecting the type of legal structure
 - D. Hiring a partner
 - E. Adapting to growth
9. The ideas for new businesses that are obtained by health care entrepreneurs are derived from many sources. These various sources include all but _____.
- A. Replication of an existing business
 - B. Trade journals
 - C. Trade shows
 - D. Family members
 - E. Children
10. The common reasons for any entrepreneurial failure include all but which one of the following?
- A. Poor implementation
 - B. Lack of capital
 - C. Adequate financial support
 - D. Faulty product design
 - E. Ineffective human resources
11. A/An _____ is defined as the blueprint describing the business strategy for entering the marketplace and explains the business to potential investors.
- A. Anbusiness alliance
 - B. Spin-off
 - C. Intrapreneurship
 - D. Competitor analysis
 - E. Business plan
12. Of the following, which one is not considered a key component of a business plan?
- A. Sources of funding
 - B. Market trend analysis
 - C. Methods for dissolution of the organization
 - D. Description of products or services
 - E. Expansion plans
13. A(n) _____ is defined as a form of business that is an association of two or more people acting as co-owners of a business.
- A. Proprietorship
 - B. Partnership
 - C. INC
 - D. Corporation
 - E. Conglomerate
14. Which one of the following would not be considered an advantage to a partnership formation?
- A. Potential for double taxation
 - B. Less governmental control
 - C. Ease of formation
 - D. Direct share of profits
 - E. Division of labor and management responsibilities
15. Which one of the following would not be considered a disadvantage of a corporation?
- A) Limited continuity of life of enterprise
 - B) Extensive government regulations of activities
 - C) High incorporation fees

- D) Corporate capital, profits, dividends, and salaries are double taxed
 - E) Activities limited to those stated in charter
16. Entrepreneurships require financial backing in order to get started in the business world. Which of the following is not one of the methods commonly utilized to obtain the financial resources needed?
- A) Equity
 - B) Commercial loans
 - C) Personal finances provided by friends
 - D) Venture capitalists
 - E) Public offerings
16. financing is raising money by selling part of the ownership of the business to investors.
- A) Debt
 - B) Equity
 - C) Venture capitalist
 - D) Public offering
 - E) Spin-off
17. Of the following, which one would not be considered an alternative to independent entrepreneurship?
- A) Franchise
 - B) Spin-off
 - C) Intrapreneurship
 - D) Extrapreneurship
 - E) Business unit within a larger corporate structure
18. Which of the following is best identified as an independent entrepreneurship that produces a product or service that originated in a large company?
- A) Diversification
 - B) Intrapreneurship
 - C) Trade-off
 - D) Franchise
 - E) Spin-off
19. Which of the following is best identified when a business with an established name and product is sold to additional owners along with the rights to distribute product?
- A) Spin-off
 - B) Intrapreneurship
 - C) Trade-off
 - D) Entrepreneurship
 - E) Franchise
20. Management tactics purported to maximize innovation for an entrepreneurship include all but which of the following items?
- A) Cutting of losses
 - B) Culture
 - C) Benchmarking
 - D) Customer orientation
 - E) Capabilities

Section B: Short Answer Questions**40 marks**

- | | |
|---|---------|
| 1. Outline five philosophies of enterprenurship | 5 marks |
| 2. Explain five indicators that show, a health care enterprenuer is failing to meet makert demand | 5 marks |
| 3. Outline five ways of attracting and retain clients in clinical practice | 5 marks |
| 4. Explain five steps used by entraprenure in decision making process | 5 marks |
| 5. Outline five characteristic of larges scale enterepreniruship | 5 marks |
| 6. Outline five mistakes that a noveiceentterprenure makes | 5 marks |
| 7. Explaing meaning of the SWOT concept as it is appled inentreprenurship | 5 marks |
| 8. Explain advantages of making inventories in enterprenurship | 5 marks |

Section C. Long Answer Questions (LAQs)**40 Marks**

- | | |
|--|----------|
| 1. Discuss six steps that are involved during enterpreniuship process | 20 marks |
| 2. Describe five theories of enterprenueshipcitting current example for illurstration

in the Kenyan context | 20 marks |

