



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE IN PHARMACEUTICAL
SCIENCE, BACHELOR OF SCIENCE IN MEDICAL
BIOTECHNOLOGY AND BACHELOR OF SCIENCE IN MEDICAL
LABORATORY SCIENCE WITH INFORMATION TECHNOLOGY
(MAIN CAMPUS)**

PMT 411: ENTREPRENEURSHIP AND HEALTH SYSTEMS MANAGEMENT

Date: 27th November, 2013

Time: 8.30 - 10.30 a.m.

PMT 411: ENTREPRENEURSHIP AND HEALTH SYSTEMS MANAGEMENT
DEGREE OF BSC PHARMACEUTICAL SCIENCE, BSC MEDICAL BIOTECHNOLOGY
AND BSC MEDICAL LABORATORY SCIENCE

SECTION A: SHORT ANSWER QUESTIONS (SAQ's) – 20 MARKS

Instructions:

- 1. This section has five (5) Questions*
- 2. Answer ALL the five (5) Questions*
- 3. Each question is four(4) marks*

- | | | |
|-------|---|--------|
| SAQ 1 | Highlight four benefits of evaluating health programmes | (4mks) |
| SAQ 2 | Outline four responsibilities for a purchasing unit of any organization | (4mks) |
| SAQ 3 | Highlight any four principles of health systems | (4mks) |
| SAQ 4 | Describe two types of contracts for business organizations | (4mks) |
| SAQ 5 | Highlight four sources of financing for young entrepreneurs | (4mks) |

SECTION B

LONG ESSAY QUESTIONS (LEQ's) – 50 MARKS

Instructions:

1. *This section has four (4) Questions*

Answer Question ONE (1) and ANY OTHER TWO (2) Questions

- EQ 1a) Explain the steps to be followed in planning process of health programmes (12mks)
- b) Discuss the types of health planning (8mks)
- EQ 2 a) Define the term contract as applied in business law (2mks)
- b) Explain the essential elements of a valid contract (8mks)
- c) Explain the two types of contracts (5mks)
- EQ 3a) What is entrepreneurship? (3mks)
- b) Discuss the main causes of business failure in Kenya (12mks)
- EQ 4 Citing relevant examples, discuss the 4P's in relation to marketing mix (15mks)