



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN PHARMACEUTICAL SCIENCES WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

PMT 411: ENTREPRENEURSHIP & HEALTH SYSTEMS

Date: 6th March, 2018

Time: 12.00 - 3.00pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE



- 1a) Explain the major characteristics of an entrepreneur (6mks)
 - b) Outline principles of health systems management (5mks)
 - c) Explain the process of health marketing system (6mks)
 - d) Explain health ethical and legal policies (4mks)
 - e) Explain the context of product liability as a legal practice (4mks)
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- 2a) Explain the importance of determination of a target market in biomedical business practices (5mks)
 - b) Outline major business laws governing a biomedical practitioner in Kenya (10mks)
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- 3a) Planning is fundamental in health system management. Explain planning process in biomedical practice (10mks)
 - b) Technological development in biomedical practices has changed the way we do things. Explain? (5mks)
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- 4a) Explain procurement procedures as laid down in biomedical and health system practice (10mks)
 - b) Explain tenet features of health sector reforms in Kenya (5mks)
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- 5a) Discuss an entrepreneur and enterprise (5mks)
 - b) Explain the importance of record keeping and inventory management in health systems management (10mks)
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6. Discuss entrepreneur and development in biomedical practices (15mks)