



*“Investing in Africa’s future”*

**COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES**

**DEPARTMENT OF PUBLIC HEALTH AND NURSING (DPHN)**

**NSHA 308 HEALTHCARE ENTREPRENEURSHIP (BHSM)**

**END OF SEMESTER FINAL EXAMINATIONS**

**APRIL/MAY 2026**

**LECTURER: MR T.T.DZVAIRO**

**DURATION: 3 HRS**

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**INSTRUCTIONS**

You are required to answer questions as instructed below

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Answer **ANY FOUR (4)** questions in this paper

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Credit will be awarded for logical, systematic and neat presentations

Start **each** question on a new page in your answer booklet

### **Question 1**

- a. Define entrepreneurship and explain its relevance to the healthcare sector (10 marks)
- b. Identify and describe four types of healthcare enterprises. (15 Marks)

### **Question 2**

- a. Discuss four methods of identifying entrepreneurial opportunities in healthcare settings. (10 Marks)
- b. Define innovation in healthcare and distinguish between incremental and disruptive innovation.(15 Marks)

### **Question 3**

- a. Explain the concept of value proposition in healthcare services. (10 marks).
- b. Identify and explain four bases for segmenting healthcare markets.(15 Marks)

### **Question 4**

- a. Explain the importance of licensing and regulation in healthcare enterprises.(15 Marks)
- b. Discuss factors influencing pricing decisions in healthcare services.(10 marks)

### **Question 5**

- a. Identify and classify types of risks in healthcare enterprises. (10 marks)
- b. Explain operational planning and workflow design in a health facility. (15 Marks)

### **Question 6**

- a. Define social entrepreneurship and explain its relevance to healthcare.(10 marks)
- b. Identify opportunities and challenges in digital health entrepreneurship. 15 Marks)

**End Of Exam**