



**Strathmore**  
UNIVERSITY

## **STRATHMORE BUSINESS SCHOOL**

MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT

### **END OF SEMESTER EXAMINATION**

### **HCM 8102 - HEALTHCARE ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT**

**Date:** Thursday, 5<sup>th</sup> April 2018

**Time:** 3 hours

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#### **Instructions:**

1. This examination consists of **FIVE (5)** questions.
2. Answer Question **ONE** and ANY OTHER **TWO** Questions.
3. Questions **TWO** to **FIVE** are based on the “**The Trials of a Social Entrepreneur**” the case study provided.

#### **SECTION A (COMPULSORY)**

##### **Question 1 (Compulsory) (30 Marks)**

Critically discuss the key principles of entrepreneurial team mind-set. Using examples from your own or others’ experiences of managing a new venture, and/or the **Trials of a Social Entrepreneur** case, explain how an entrepreneurial team mind-set can influence new venture success.

#### **SECTION B (Answer ANY TWO Questions)**

As a Management Consultant to Moka Lantum in the **Trials of a Social Entrepreneur** case, kindly answer any **TWO** of the following **FOUR** questions

##### **Question 2 (15 Marks)**

Using the **PEST framework** as a guide, evaluate the **external** business environment situation confronting Moka Lantum in his effort to build a business that provides basic human service to an underserved market in rural Kenya.

##### **Question 3 (15 Marks)**

Carry out a comprehensive evaluation of the social network capability of Moka Lantum. This is because this social entrepreneur wants to capitalize on social networks to exploit new market opportunities.

**Question 4 (15 Marks)**

Critically discuss at least **TWO** key success factors that underpinned the Moka Lantum's social enterprise.

**Question 5 (15 Marks)**

Critically evaluate at least **TWO** trials (or challenges) that Moka Lantum would have to address in order to scale up his social enterprise.