



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF APPLIED SCIENCES

DEPARTMENT OF RADIOGRAPHY

MSc. IN MEDICAL ULTRASOUND PART II

ENTREPRENEURSHIP & QUALITY MANAGEMENT

SRU 6111

First Semester Examination Paper

November 2024

This examination paper consists of 2 pages

Time Allowed : 4 hours

Total Marks : 125

Special Requirements: None

Examiner's Name : Mr K Ndlovu

INSTRUCTIONS

ANSWER ALL QUESTIONS.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
Maximum possible mark	125

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1. (a) How can an entrepreneur identify a business idea? [10]
(b) How does an entrepreneur expand a business idea and validate a business opportunity? [15]
2. Profitability and competitive assessment are at the centre of successful entrepreneurship in the ultrasound business. Using relevant sub headings outline how you as an ultrasound entrepreneur can carry out your competitive assessment and ensure profitability of your ultrasound business [25]
3. (a) Discuss the steps of evaluating quality in ultrasound practice [10]
(b) As an ultrasound business owner, you are in charge of your organisations total quality management. Outline how you can establish a TQM program for your business [10]
(c) Outline the differences between Quality assurance and Quality control in ultrasound business [5]
4. (i) An ultrasound business manager must constantly motivate employees. Explain the following motivational theories:
 - (a) Herzberg's theory
 - (b) Arousal theory
 - (c) Expectancy theory
 - (d) Empowerment theory
 - (e) Self-determination theory [15]
(ii) Compare and contrast the following leadership styles
 - (a) Servant leadership vs Laissez-Faire leadership [5]
 - (b) Autocratic leadership vs Bureaucratic leadership [5]
5. Draw up a risk management plan for your ultrasound business with the following headlines
 - (a) Financial risks
 - (b) Regulatory risks
 - (c) Compliance risks
 - (d) Patient care risks
 - (e) Technology risks [25]

END OF EXAMINATION