

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**BEEM 331: HIGH TECHNOLOGY VENTURES**

**STREAMS: Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 23/03/2021**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTIONS:**

**Answer question one and any other two questions**

**QUESTION ONE**

- (a) High tech venture businesses which invest in innovative designing production and marketing of products and services adopt radically and compete globally. In relation to the above statement discuss the key domains, perspectives of high tech ventures. [10 marks]
- (b) County government of Tharaka Nithi is interested in transforming some of its low technology ventures to high technology ventures. Advise them on the necessary processes of developing high tech ventures. [10 marks]
- (c) In high tech venture leadership is one of the key ingredients for maintaining brand name/loyalty. Identify some of the best characteristics of managers as leader in high tech ventures. [10 marks]

**QUESTION TWO**

- (a) High tech ventures maintain customer satisfaction through continued technology reputation based on investment in research and development. The quality of the employee's performance determines the company's technological development. Discuss. [10 marks]
- (b) Discuss some of the contributions of high tech ventures towards economic development. [10 marks]

**QUESTION THREE**

- (a) Identify some of the key factors associated with success of high tech ventures. [10 marks]
- (b) Discuss the elements of the organizational structure of high tech ventures. [10 marks]

**QUESTION FOUR**

- (a) Advice on the essence of team building in high tech ventures for customer satisfaction. [10 marks]
  - (b) Planning does not come easily in many high tech venture mostly by not following the defined process. Identify and discuss the processes of planning. [10 marks]
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