

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 331: HIGH-TECHNOLOGY VENTURES

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: TUESDAY 04/12/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question one and any other two.**

QUESTION ONE

- Identify any FIVE features which make high technology ventures distinct from other ventures. (5 marks)
- Discuss some of the advices you could offer to the government towards streamlining technological advancement towards High Technology Ventures in Kenya. (10 marks)
- Mr. Muchai is an electronic material supplier in Nairobi he has been affected by cyclic trends of high and low sales in the last decade. A business adviser told him that this was normal during periods of inflation and recession. Advise Mr. Muchai on options he may take to cope and survive with this economic situation. (5 marks)
- Identify some of the ways in which the government should chip in support of high tech ventures in Kenya. (10 marks)

QUESTION TWO

- People in an organization represent the most important single most important resource. Identify and discuss the processes of human resource planning for high-tech ventures. (10 marks)

- (b) Assume that you have been identified by Fresh Farm company to draft for them a business plan. Advise them on the necessary stages for the preparation for a business plan for a high Tech venture. (10 marks)

QUESTION THREE

- (a) Discuss the general entrepreneurial management skills necessary for high technology ventures. (12 marks)
- (b) Assuming that as a start-up entrepreneur you are engaging in a new product within your venture. Discuss the necessary processes towards developing this product. (8 marks)

QUESTION FOUR

- (a) According to research most of the high tech venture do not survive to accomplish their main objective (s). Discuss the main challenges of these ventures. (10 marks)
- (b) Analyse the environment under which high tech ventures thrives. (10 marks)

QUESTION FIVE

- (a) Identify and discuss some of the sources from where high tech venture can solicit for funding during growth stages. (10 marks)
- (b) Discuss some of the current trends which are witnessed in high tech ventures in the modern world. (10 marks)
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