

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BEEM 331: HIGH TECHNOLOGY VENTURES**

**STREAMS: BEEM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

**QUESTION IS COMPULSORY AND ANY OTHER TWO**

**QUESTION ONE (30 MARKS)**

- (a) ABC high tech automobiles company previously has been maintaining customer satisfaction through continued technological reputation. In recent past the company has been receiving streams of complaints from customers about the quality of and the performance of their vehicles. As an expert advise the company on how they can restructure their organization and regain customer satisfaction. [10 marks]
- (b) Safaricom Company is one of the key players in the industry in terms of new product development through market research and developing what the market wants. Identify some of key factor associated with this success. [10 marks]
- (c) Your country 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]

**QUESTION TWO**

- (a) Identify the key reasons why you believe the government develops policies in support of the High-Tech Ventures in Kenya. [10 marks]
- (b) Currently there many challenges and constraints which hinder high tech ventures to become successful. Identify five of these obstacles and some of the remedies there in. [10 marks]

**QUESTION THREE**

- (a) Planning does not come easily in many high-tech ventures mostly by not following the defined process. Identify and discuss the processes of planning appropriate for high technology ventures. [10 marks]
- (b) Discuss some of the reasons why it is necessary for high tech ventures to remain creative. [10 marks]

**QUESTION FOUR**

- (a) Identify and discuss some of ways by which corporate enterprises can use to motivate their employees. [10 marks]
  - (b) In high tech ventures leadership is one of the key ingredients for maintaining brand name/loyalty. set out some of the best characteristic of leaders in high tech ventures. [10 marks]
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