



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTERPRENEUR ENTERPRISE MANAGEMENT**

BEEM 331: HIGH TECHNOLOGY VENTURES

STREAMS: BEEM Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question ONE and any other TWO questions

Do not write on the question paper

Question one

You may have noticed that everyone is talking about electric cars these days. After connecting them, you feel better about your financial situation and environmental impact. To prove that we can go beyond simple electric vehicles (EVs), engineering student Lex Hoefsloot cofounded and rose to the position of CEO of Lightyear Motors, a Netherlands-based EV company that aims to produce the first highly capable solar car, in 2016. Lightyear wants to free its drivers from the grid's energy need so they can be energy independent. According to Hoefsloot, drivers of Lightyear's future One car might go months without needing to charge. Hoefsloot, an Eindhoven University of technologies student, was enthralled with solar and electric car technologies. Hoefsloot managed the solar-vehicle team at his college and was one of its cofounders. The group created incredibly effective solar cars that would compete in international races and emerge victorious. Following the release of the Lightyear One, the mass-market model will come next. In contrast to the One, the mass-market model will retail for far less, and Hoefsloot believes that America is a "logical place for solar cars."

- i. Lightyear Motors being a high technology venture has several characteristics that make it different from other car producers. Discuss. (10 marks)

- ii. Marketing is an important aspect for a high technology venture like lightyear motors. Discuss the features of high-tech marketing in comparison to low tech marketing. (10 marks)
- iii. High technology ventures should be able to match their technologies with social values. This will lead to development of appropriate technology for business use. Discuss the attributes of Lightyear Motors technology that makes it appropriate for business. (10 marks)

Question two

- a) Innovation is one of the ways high technology ventures remain competitive.
 - i. Discuss the four P's of Innovation. (8 marks)
 - ii. Explain the steps to promote innovation in high technology ventures. (12 marks)

Question Three

- a) Assessment of technology and establishing its capability is crucial for high technology ventures. Discuss how technology is assessed and the three indicators of technology capability of ventures. (14 marks)
- b) Discuss the major intellectual property rights protection. (6 marks)

Question Four

- a) Discuss some of the advices you could offer to the government towards streamlining technological advancement towards High Technology Ventures in Kenya. (10 marks)
 - b) Discuss the stages of technology adoption life cycle. (10 marks)
-