



UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF
THE BACHELORS OF ARTS IN PUBLIC ADMINISTRATION AND PEACE
STUDIES
SECOND SEMESTER 2024/2025
(AUGUST, 2025)

BPPS 424: MANAGEMENT OF PUBLIC ENTERPRISES

STREAM: Y4 S2

TIME: 2 HOURS

DAY: THURSDAY, 3.00 – 5.00 P M

DATE: 07/08/2025

INSTRUCTIONS:

- 1. Do not write anything on this question paper.**
- 2. Answer Question ONE And Any Other Two questions.**

Q1

- a) Discuss any five benefits of public sector enterprise (5mks)
- b) Compare the differences between private and public enterprises. (5mks)
- c) Discuss the role of financial autonomy in improving public enterprise management. (10mks)
- d) How do state-owned enterprises contribute to national development in emerging economies (10mks)

Answer any Two

Q2 Explain the reasons why the performance of public enterprise has yielded a very low rate of return to the large resource invested in them. (20mks)

Q3 Analyze the importance of **legal and regulatory frameworks** in overseeing public enterprises. How do laws and regulations ensure effective performance and prevent corruption (20mks)

Q4 Examine the effectiveness of Public Private Partnerships in managing public enterprises (20mks)

Q5

- a) Public enterprises face challenges in marketing their goods and services. Explain five Marketing strategies that a public enterprise manager can utilize. (10mks)
- b) Analyze the management problems associated with public enterprises. (10mks)