



# MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE (MARKETING OPTION)

BBA 414: PUBLIC ENTERPRISES MANAGEMENT

DATE: 20/12/2017

TIME: 2:00 – 4:00 PM

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## INSTRUCTIONS:

Answer Question **ONE** which is **COMPULSORY** and any other two.

1.
  - (a) Public enterprises vary from Business enterprises. Analyze the characteristics of public enterprises. (7 marks)
  - (b) Give reasons why the Government of Kenya should establish public enterprises. (7 marks)
  - (c) There are different types of public enterprises. Discuss why Governments establish monopoly public enterprises. (8 marks)
  - (d) Analyze the management problems associated with public enterprises. (8 marks)
2. Discuss the features of five different types of public enterprises. (20 marks)
3.
  - (a) Public enterprises are financed by the government. Discuss the different sources of government revenue used to finance public enterprises. (10 marks)
  - (b) Analyze the advantages and disadvantages of public enterprises to the society. (10 marks)
4.
  - (a) Discuss the importance of public finance to the society and to economic development. (10 marks)
  - (b) Public enterprises face challenges in marketing their goods and services. Explain five Marketing strategies that a public enterprise manager can utilize. (10 marks)
5.
  - (a) Compare the differences between private and public enterprises. (10 marks)
  - (b) Analyze the advantages and disadvantages of direct taxation as a source of public revenue. (10 marks)