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**BSM-012**

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)**

**Term-End Examination  
December, 2023**

**BSM-012 : ECONOMY AND SERVICES**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. (a) State whether the following statements are True or False : 1×5=5

(i) Mobile wallets store money on the app via recharge by debit or credit cards or net banking.

(ii) FSS use ground equipment stationed at locations to receive and transmit satellite signals.

(iii) Communication satellite provides autonomous geospatial positioning.

**P. T. O.**

(iv) An astronaut is an individual who is trained to control and/or travel in a spacecraft.

(v) Cash handling is one of the process in banking sector.

(b) Fill in the banks :  $1 \times 5 = 5$

(i) ..... process includes all activities related to loaning to individuals.

(ii) ..... are responsible for maintaining company image and promoting the product.

(iii) ..... is observing and measuring environment from a distance.

(iv) The full form of UPI is .....

(v) Fixed, Mobile and ..... are three categories of satellites.

2. Briefly explain any *five* of the following in about **100** words each :  $2 \times 5 = 10$

- (a) IT Operations
- (b) Spacecraft Bus
- (c) Digital Payments
- (d) Android Developers
- (e) Outbound Logistics
- (f) Service Process
- (g) Liquidity
- (h) Risk Transfer

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3. Answer any **four** of the following questions in about **250** words each :  $5 \times 4 = 20$
- (a) What are the functions of the Hospitality Industry ?
  - (b) Explain processes in logistics sector. Identify the major areas in logistics sector.
  - (c) Explain the importance of test technician.
  - (d) Define digital payment. Give any *five* functions performed by the Digital Payment Industry.
  - (e) Briefly discuss entities involved in credit card payment process.
  - (f) Explain the role of physical evidence in a service.
4. Answer any **one** of the following questions in about **500** words each :  $10 \times 1 = 10$
- (a) What is meant by satellite design ? Explain advantages and disadvantages of satellite communication.
  - (b) “Digital payment industry has brought an ease in the life of everyone.” Comment.