

**BACHELOR OF BUSINESS ADMINISTRATION  
(SERVICES MANAGEMENT)  
(BBA(SM))**

**Term-End Examination**

**December, 2022**

**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* : *5×1=5*
- (i) Services are central to the economic activity in any society.
  - (ii) The tourism and hospitality industry is a capital intensive one.
  - (iii) Automation is replacement of human efforts by automated systems.
  - (iv) Risk transfer means pricing and mapping certain risks.
  - (v) Mediation means transfer of funds between investors and borrowers.

(b) Fill in the blanks : 5×1=5

(i) \_\_\_\_\_ offers higher transmission power over wider geographic area.

(ii) Services are included in the \_\_\_\_\_ sector.

(iii) Entertainment involves \_\_\_\_\_ customer participation.

(iv) \_\_\_\_\_ services are psychological benefits the customer may sense only vaguely.

(v) \_\_\_\_\_ managers are responsible for handling the accumulation of resources.

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

(a) Tourism Department

(b) Heterogeneity

(c) Logistics Engineer

(d) Credit Creation in Banking Sector

(e) Space Industry

(f) Digital Payments

(g) Satellite Design

(h) Experience-based Economy

3. Answer any **four** of the following in about 250 words each : 4×5=20

- (a) What is non-transferable ownership ? Discuss.
- (b) “While products are tangible, services are intangible.” Discuss with the help of an example.
- (c) Briefly explain the functions of the hospitality industry.
- (d) Discuss the key operating and supporting processes in the hotel industry.
- (e) Discuss in detail the basics of satellite communication process.
- (f) Explain the key roles in IT services sector.

4. Answer any **one** of the following questions in about 500 words : 1×10=10

- (a) Explain the various functions performed by the banking and financial sector.
- (b) Discuss the role of services sector in the economy.

