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BSM-012

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

Term-End Examination

June, 2022

BSM-012 : ECONOMY AND SERVICES

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. (a) State whether the following statements are True or False : 5×1=5
- (i) Services allow transfer of ownership.
- (ii) Globalization has led to increased utilization of services.
- (iii) The essential features readily observable by senses is explicit services.

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(iv) Analyst is one of the entry-level logistics positions.

(v) Speed of transactions is not one of the most important aspects.

(b) Fill in the blanks : 5×1=5

(i) FDI is Foreign Investment.

(ii) means conversion of assets into cash.

(iii) logistics denotes operations related to the reuse of products and materials.

(iv) developers are passionate about solving problems with digital payments.

(v) Remote Sensing are frequently deployed into space to monitor human-important resources.

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

- (a) Types of Satellites
- (b) Digital Payments
- (c) Service Sector and GDP
- (d) Differences between Goods and Services
- (e) Business Service Experience
- (f) Space Industry
- (g) IT Services Sector
- (h) Intangibility

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

- (a) Highlight the various roles offered by the travel and tourism sector.
- (b) Explain how the processes involved in the hotel industry can be classified.
- (c) What is service package ? How does it focus on the service experience ?

- (d) Discuss the various segments of the health care industry.
 - (e) Explain the inbound and outbound activities in Logistics sector.
 - (f) Explain some important functions of the Hospitality Industry.
4. Answer any *one* of the following questions in about **500** words : 1×10=10
- (a) Discuss the roles and responsibilities of IT operations.
 - (b) Enlist the entities involved in credit card payment process.