

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) [BBA(SM)]  
Term-End Examination  
June, 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 : 5×1=5
- (i) Production and Consumption of Goods occur simultaneously.
  - (ii) Goods are tangible products.
  - (iii) Services sector is highly income elastic.

**P. T. O.**

(iv) Service sector is a result of personalized actions.

(v) The service process matrix classifies services across two dimensions that significantly affect the character of the service delivery process.

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

(i) Sectors in an economy are the group of \_\_\_\_\_ classified on the basis of some criteria.

(ii) Services are \_\_\_\_\_ while goods are of tangible nature.

(iii) \_\_\_\_\_ is replacement of human efforts by automated systems.

(iv) Experience economy is further divided into consumer services and \_\_\_\_\_.

(v) A service is a \_\_\_\_\_ commodity.

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

(a) Services

- (b) Primary Sector
  - (c) Tertiarization
  - (d) Experiences based economy
  - (e) Explicit services
  - (f) Supporting facility
  - (g) Customer Support Executive
  - (h) Role of inventory manager
3. Answer any *four* of the following in about **250** words each : 4×5=20
- (a) Explain the difference between goods and services.
  - (b) Explain the factors that have led to the growth of services sector.
  - (c) “Service sector is a lucrative career option of the twenty first century.” Discuss.
  - (d) Explain the types of satellites.
  - (e) What are the uses of IT in marketing research agencies ?
  - (f) Discuss some of the roles performed in the banking and financial services sector.

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

- (a) Explain in detail the nature of service industry.
- (b) What are the components of service package ? Explain.