

**BACHELORS IN BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]
Term-End Examination
June, 2024**

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) Goods can be inventoried.
 - (ii) Rising income enables consumers to spend more on services sector.
 - (iii) The tourism and hospitality industry other than being a growing industry is labour intensive one.
 - (iv) Customer accounting forms a key process in the banking sector.

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- (v) Space is an enabler of social development and environmental protection.
- (b) Fill in the blanks : $5 \times 1 = 5$
- (i) The economy can be classified into four sectors viz. Primary Sector, Secondary Sector and Quaternary Sector.
- (ii) implies that the services sector now comprises of the biggest element of the economy.
- (iii) are responsible for identification of the key problems related with inventory and implementing solutions.
- (iv) is a situation in which banks make more loans to consumers and businesses, with the result that the amount of money in circulation increases.
- (v) Space industry is sometimes even referred to as

2. Briefly explain any *five* of the following in about **100** words each : 5×2=10
- (a) Satellites
 - (b) Spacecraft bus
 - (c) Smart Card
 - (d) Analyst
 - (e) Hospitality Sector
 - (f) Service Package
 - (g) Goods vs. Services
 - (h) Liquidity
3. Answer any *four* of the following in about **250** words each : 4×5=20
- (a) 'Service sector is recession resistant.'
Discuss.
 - (b) Write a short note on intangibility in service sector.
 - (c) List the various service roles in healthcare industry.
 - (d) Explain the concept of financial intermediation.

- (e) Explain the role of information security analyst.
 - (f) Explain the term 'development process'.
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Briefly describe the various reasons for the growth of service sector in India.
 - (b) What do you mean by the open systems view of service operations management ?