

**BACHELOR IN BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA (SM)]**

Term-End Examination

December, 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) Production and consumption of goods occurs simultaneously.
 - (ii) Services sector is highly income elastic.
 - (iii) Pooling of resources is one of the major functions of the financial sector.

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- (iv) Debit cards are a way of digital payments that rely on borrowed funds of banks which can be repaid later.
- (v) UPI is popularly referred to as the United Protocol Interface. 5×1=5
- (b) Fill in the blanks :
 - (i) Goods can be inventoried while cannot.
 - (ii) Service innovations are not
 - (iii) means converting assets into cash without undue loss of value.
 - (iv) are wallets used through smartphone applications via the Internet.
 - (v) is observing and measuring environment from a distance.
2. Briefly explain any five of the following in about 100 words each : 5×2=10
 - (a) Digital Payments
 - (b) Astronauts
 - (c) Green Logistics

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- (d) Financial Services
- (e) Service Procurement Matrix
- (f) Globalization
- (g) Sectors in Economy
- (h) Facilitating Goods

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

- (a) Briefly describe the role of banking sector's contribution to employment in service sector.
- (b) Explain Service Process Matrix.
- (c) Explain the term 'process' in context of logistics sector.
- (d) Discuss credit creation.
- (e) Explain digital payment industry.
- (f) Enlist the entities involved in credit card payment process.

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

- (a) Explain the characteristics of service sector.
- (b) Explain how service is created and consumed at the same place.

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