

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

Term-End Examination

December, 2025

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) The service sector of a country is one of the biggest contributors as far as providing employment opportunities is concerned.
 - (ii) Personal lending involves ensuring credibility of individuals for loaning purpose.

(iii) Customer accounting forms a key process in the banking sector.

(iv) Space industry refers to the economic activities related to production of components that go into earth's orbit or beyond delivering them to those regions and related services.

(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) is a situation in which banks make more loans to consumers and businesses with the result that the amount of money in circulation increases.

- (ii) Space industry is sometimes even referred to as industry.
- (iii) Renaissance satellite can pick up and record radio and transmissions while passing over a country.
- (iv) is observing and measuring environment from a distance.
- (v) Full form of UPI is unified interface.

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

- (a) Personal lending process
- (b) Inbound logistics
- (c) Space industry
- (d) Mobile app. development
- (e) Communication
- (f) Remote Sensing
- (g) Software Development process

3. Answer any *four* of the following questions in about **250** words each : $4 \times 5 = 20$
- (a) Write a short note on intangibility in services.
 - (b) "Service sector is recession resistant." Discuss.
 - (c) List the *three* sectors in an economy.
 - (d) Explain the difference between goods and services.
 - (e) What is the difference between Goods and Services ?
 - (f) Can services be inventoried ? Discuss.
4. Answer any *one* of the following questions in about **500** words : $1 \times 10 = 10$
- (a) Discuss the role of service industry in the economy.
 - (b) Explain why service is known as a perishable commodity.

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