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BSM-012

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

Term-End Examination

June, 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 : $5 \times 1 = 5$
- (i) Production and consumption of goods occurs simultaneously.
- (ii) Service sector in highly income elastic.

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- (iii) Rising income enables consumers to spend more on services sector.
- (iv) The role of service operations manager includes the functions of both production and operations in an open system with the customer as the participant.
- (v) The tourism and hospitality industry other than being a growing industry is a labour intensive one.

(b) Fill in the blanks : 5×1=5

- (i) The economy can be classified into four sectors viz the Primary Sector, Secondary Sector, and Quaternary Sector.
- (ii) implies that the services sector now comprises of the biggest element of the economy.
- (iii) Service Innovations are not

(iv) managers are responsible for identification of key problems related with inventory and implementing solutions.

(v) means converting assets into cash without undue loss of value.

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

- (a) Secondary Sector
- (b) Quaternary Sector
- (c) Automation
- (d) Globalization
- (e) Service Package
- (f) Analyst
- (g) Intermediation

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

- (a) Explain the importance of navigation satellite.

- (b) Explain the term ‘database administrators’.
 - (c) Explain the importance of test technician.
 - (d) Explain the term ‘process.’
 - (e) Define the term ‘credit creation’.
 - (f) What are the various categories in hospitality sector ?
4. Answer any *one* of the following questions in about **500** words : 1×10=10
- (a) “Digital payment industry has brought an ease in the life of everyone.” Comment.
 - (b) “Banking and financial services sector a key industry that contributes to the well-being of an economy.” Comment.

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