

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

Term-End Examination

June, 2026

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) Mobile wallets store money on the app via recharge by debit or credit cards or net banking.
 - (ii) Fixed Satellite Services (FSS) use ground equipment stationed at locations to receive and transmit satellite signals.

- (iii) Communication satellite provides autonomous geospatial positioning.
 - (iv) An astronaut is an individual who is trained to pilot and/or travel in a spacecraft.
 - (v) Cash handling is one of the process in banking sector.
- (b) Fill in the blanks : 5×1=5
- (i) process includes all activities related to loaning to individuals.
 - (ii) specialist are responsible for maintaining company image and promoting the product.
 - (iii) sensing is observing and measuring environment from a distance.
 - (iv) The full form of UPI is
 - (v) Fixed, Mobile and are three categories of satellites.

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

- (a) IT Operations
- (b) Space Craft Bus
- (c) Digital Payments
- (d) Android Developers
- (e) Outbound Logistics
- (f) Explicit Services
- (g) Liquidity
- (h) Risk Transfer

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

- (a) What are the various categories into which the hospitality sector may be divided ? Explain any *one*.
- (b) Define the concept of credit creation.
- (c) Explain the importance of a 'test technician' in service delivery.
- (d) Briefly explain the digital payment industry.

- (e) Enlist the entities which are involved in credit card payment process.
 - (f) Explain the role of physical evidence in a service.
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Explain the advantages and disadvantages of a satellite mode of communication.
 - (b) Explain various processes in logistics sector.

x x x x x