

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) [BBA(SM)]  
Term-End Examination  
December, 2025**

**BSM-012 : ECONOMY AND SERVICES**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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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 : 5×1=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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