

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc. (SIM) (Sem.-1)
GLOBAL CONTINENTAL AND
REGIONAL EMERGING TRENDS IN SERVICE INDUSTRY

Subject Code : PGS-101

Paper ID : [F0401]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**
 - a. E-commerce
 - b. Customer service
 - c. Data analytics
 - d. Intangibles
 - e. Product as a service
 - f. Tourism opportunity
 - g. E-tailing
 - h. Software industry
 - i. Service audit
 - j. Service provider

SECTION-B

2. Service industry growth and globalisation have gone hand in hand, discuss.
3. Service sector based on technology rather than manufacturing is driving economic growth. Elucidate.
4. Write a note on use of quality standards in service industry.
5. Discuss whether software is a product or service.
6. What do you understand by service hubs?

SECTION-C

7. Information technology has been the backbone of service industry development. Elaborate.
8. List few B2C services and bring out the role played by B2C services in service industry.
9. Write a detailed note on the major sectors of service industry.