

## Service Sector

<b>Program Name – B.Com</b>		<b>Semester – II</b>		
<b>Course Name: Service Sector</b>		<b>Course Code:</b>		
<b>Vertical</b>		<b>Major (Mandatory )</b>		
<b>Periods per week (60 minutes)</b>		<b>02</b>		
<b>Tutorial/Lab Work</b>		-		
<b>Credits</b>		<b>02</b>		
		<b>Duration</b>	<b>Total Marks</b>	<b>Minimum Passing Marks</b>
<b>Evaluation System</b>	<b>End Semester Examination</b>	<b>60 Minutes</b>	<b>30</b>	<b>12</b>
	<b>Continuous Internal Assessment</b>	<b>40 Minutes</b>	<b>20</b>	<b>08</b>

### Objectives of the course:

1. To familiarize the learners with the concept of services, marketing mix for services, new trends, opportunities, challenges and developments in service sector.
2. To orient the learners about ITES, banking and insurance sector, logistics and supply chain management.

<b>Modules</b>	<b>Details</b>	<b>Lectures</b>
1.	Introduction to Services	15
2.	Recent Trends in Service Sector	15
	<b>Total</b>	<b>30</b>

**R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create**

<b>Module / Unit</b>	<b>Proposed Syllabus As per DSC framework of NEP</b>	<b>Level of Knowledge Applicable as per Blooms Taxonomy</b>
I	Introduction to Services a. Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in Indian Economy. b. Marketing Mix Services: Consumer expectations,	A) R, U  B) R, U

	<p>Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people</p> <p>c. Service Strategies and New Trends: Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector, Artificial Intelligence: Concept and its Applications in Service Industry.</p>	C) R, U, A
II	<p>Recent Trends in Service Sector</p> <p>a. ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.</p> <p>b. Banking and Insurance Sector: ATM, Debit &amp; Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India</p> <p>c. Logistics and Supply Chain Management: Importance and Challenges.</p>	<p>A) R, U, AN</p> <p>B) R, U, AN</p> <p>C) R, U</p>

### **Course Outcomes:**

**CO 1:** Learners will be able to understand the concept of services, marketing mix for services, new trends, opportunities, challenges and developments in service sector.

**CO 2:** Learners will be able to analyze and apply their knowledge about ITES, banking and insurance sector, logistics and supply chain management.

### **Books and References**

- Deciphering India's Services Sector Growth. (2020). India: Taylor & Francis.
- Social Sector in India: Issues and Challenges. (2015). United Kingdom: Cambridge Scholars Publishing.

- Mukherjee, A. (2013). The Service Sector in India. Philippines: Asian Development Bank.
- Nayar, G. (2012). The Service Sector in India's Development. India: Cambridge University Press.
- Vijayakumar, A. (2008). Services Sector in India: Recent Policy Initiatives. India: New Century Publications.
- Service Sector in Indian Economy. (2006). India: Discovery Publishing House.
- Service Sector Management: An Indian Perspective. (2005). India: Jaico Publishing House.
- Shanker, R. (2002). Services Marketing. India: Excel Books.
- Sejati, V. A. (2021). The Marketing Mix of the 4P's and 3P's. A Compilation of Products and Services. Germany: GRIN Verlag.
- Duening, T. N., Click, R. L. (2005). Essentials of Business Process Outsourcing. Germany: Wiley.
- Kulkarni, S. (2005). Business Process Outsourcing. India: Jaico Publishing House.
- Kumar, E. N., Shanthi, N. M. (2007). Knowledge Process Outsourcing: Perspectives and Practices. India: ICFAI University Press.
- Dharamveer, S. (2015). The Outsourcing of Legal Services. Belgium: Promoculture-Larcier.
- Christopher, P. M. (2012). Logistics and Supply Chain Management. United Kingdom: Pearson Education Limited.

### **Examination and Evaluation Pattern**

The examination for the students in this course will be held under two heads:

- Continuous Internal Assessment
- End Semester Examination

Type	Continuous Internal Assessment	End Semester Examination
<b>Total Marks</b>	20	30
<b>Minimum Passing Mark</b>	8	12

### Continuous Internal Assessment

Continuous Internal Assessment for 20 marks would include:

<b>Evaluation type</b>	<b>Marks</b>
One written test/project or assignment of 20 marks. (Duration 40 Minutes)	20
If written test, the pattern would be as follows:	
Q.1 A) Multiple Choice Questions (any 5 of 6) ----- 5 M B) True / False (any 5 of 6) ----- 5 M	
Q.2 Short Notes (any 2 of 3) ----- 10 M	

### End Semester Examination

- Maximum Marks: 30
- Questions to be set: 02
- Duration: 60 Minutes

**All Questions are Compulsory Carrying 15 Marks Each**

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
Q-1	Answer any 2 out of 3	15
Q-2	Answer any 2 out of 3	15

### **Percentage of 6 categories of Blooms Taxonomy in question paper**

	Continuous Internal Assessment (20 Marks)		Semester End Examination of 30 Marks						
% in Question Paper	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	100%

