

Code: 17E00302

MBA III Semester Supplementary Examinations October 2020

GREEN BUSINESS MANAGEMENT

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Explain the concept of green management.
(b) Discuss the importance and types of green management.
OR
- 2 (a) Discuss the evolution of green management in detail.
(b) Describe the relevance of green management in 21st century.
- 3 (a) Give a detailed account on Indian corporate structure and environment.
(b) Explain the steps involved in going green. How do you spread this concept in organizations?
OR
- 4 (a) Explain the environmental and sustainability issues for the production of high-tech components and materials.
(b) Give a detailed note on life cycle analysis of materials.
- 5 (a) What is sustainable development? How does it relate to ecological economy?
(b) Explain the economic sustainable development.
OR
- 6 (a) List out sustainable developmental goals.
(b) Explain the approaches of ecological economics.
- 7 (a) Give a detailed note on environmental reporting.
(b) What is ISO 14064? What are the ISO 14064 standards?
OR
- 8 (a) Brief a note on green financing.
(b) What do you mean by green product management? Explain its importance.
- 9 (a) List out and explain the top sustainable building methods currently in use or under development.
(b) Give a note on green building methods.
OR
- 10 (a) List out the green tax incentives and rebates provided for promoting green management.
(b) Narrate any two eco business models with real time example.

Contd. in page 2

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Set up a green business plan for starting a hazardous waste management company with the below mentioned details:

- Executive summary
- Services offered
- Our mission
- Our vision
- Market analysis/trends
- Competitive advantage
- Target market
- Sales projection
- Payment channels
- Publicity and advert strategy

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MBA III Semester Regular & Supplementary Examinations November/December 2019

GREEN BUSINESS MANAGEMENT

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Explain the nature of green management.
(b) What is green management? How do companies benefit from Going Green?
OR
- 2 (a) Discuss about green management in India.
(b) Write about developing a theory of green information system.
- 3 (a) What are India's corporate initiatives on corporate social responsibility?
(b) Explain the top environmental problems and their impact on Global Business.
OR
- 4 (a) What is material life cycle? Explain the stages involved in life cycle assessment.
(b) Explain the role of sustainable production in corporate environmental responsibility.
- 5 (a) List out the indicators of sustainability with suitable examples.
(b) Brief a note on eco-system services.
OR
- 6 (a) What do you mean by bio-diversity? Why it is important?
(b) What is the difference between environmental economics and ecological economics?
- 7 (a) Explain the need and importance of green financing.
(b) Discuss about climate change business in detail.
OR
- 8 (a) Write a short note on green energy management.
(b) Explain financial initiatives by UNEP.
- 9 (a) Brief a note on green tax incentives.
(b) Explain the Green Project Management in Action.
OR
- 10 (a) What do you mean by Business Re-design? Why it is important?
(b) List out the Eco-commerce models with suitable examples.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Sketch your green business idea:

- (i) What is your initial green business idea?
- (ii) What products you are going to offer?
- (iii) Who may be your customers and partners?
- (iv) Why would you like to develop it?
- (v) What are the problems or challenges that you will address?

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MBA III Semester Supplementary Examinations May 2019
GREEN BUSINESS MANAGEMENT
(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Discuss the growth of green management in India.
OR
- 2 Explain the importance of green management in today's world.
OR
- 3 Discuss the various environmental and sustainable issues for production of High-tech components and materials.
OR
- 4 Outline the life cycle analysis of materials and their role in sustainability management.
OR
- 5 Describe the concept of biodiversity and how it is being impacted by current business practices.
OR
- 6 Discuss the various theories of biodiversity.
OR
- 7 Explain the components of an ISO 14064 system.
OR
- 8 Outline the steps involved in green product management.
OR
- 9 What are the principles of business redesign for green management?
OR
- 10 Discuss any two Eco-commerce models in use for green management.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
You have been asked to set up an Eco tourism resort.
Questions:
 - (a) Where do you think you should be starting this resort?
 - (b) What will be the impact on the biodiversity?
 - (c) What government incentives do you expect to avail?
 - (d) What principles of ISO 14001 will you focus on?

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MBA III Semester Regular Examinations November/December 2018

GREEN BUSINESS MANAGEMENT

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Discuss the evolution of green management.
- OR**
- 2 Explain the nature, scope, importance and types of green management.
- 3 Describe the steps to follow to go green.
- OR**
- 4 How will you spread the concept of green management in an organization?
- 5 Elaborate on the indicators of sustainability.
- OR**
- 6 List out the various ecosystem damaging practices followed by modern business.
- 7 Explain the principles of the ISO 14001 standards.
- OR**
- 8 Describe the scope and principles of green energy management.
- 9 Outline the various green tax incentives available in India.
- OR**
- 10 Explain any one example of green management used by any one Indian corporate house.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

A certain hotel in your locality wants to adopt green practices. Identify the areas where they can make the change. How long do you think it will take for the hotel to become a green hotel? What benefits can the hotel expect from the government for going green?
