Q.P. Code: 16MB738 **R16**

Reg. No: | | | | | | | | | | |

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA II Year II Semester Supplementary Examinations Dec 2019
ENVIRONMENTAL BUSINESS MANAGEMENT

SECTION – A

(Answer all Five Units **5 x 10 = 50** Marks)

UNIT-I

1		Explain the nature and evolution of green management.	**10M**
		OR	
2	a.	Discuss green management with reference to Indian prospective.	**5M**
	b.	Explain the Drivers of green management.	**5M**

UNIT-II

3		Discuss Indian corporate structure and environment issues.	**10M**
		OR	
4		What do you mean by corporate environment responsibility? What are the drivers of corporate environment responsibility?	**10M**

UNIT-III

5	a.	Discuss approaches of environmental economics.	**5M**
	b.	Explain the life Cycle of Materials.	**5M**
		OR	
6	a.	Describe Eco-system services. Enumerate the policies for sustainable use of Eco-system services.	**5M**
	b.	Explain the challenges and opportunities of corporate environmental responsibility.	**5M**

UNIT-IV

7	a.	Define green financing. Explain challenges faced by green financing.	**5M**
	b.	Discuss green product life-cycle.	**5M**
		OR	
8		Elaborate the steps involved in green product development.	**10M**

UNIT-V

9		What is green tax? Explain its incentives and rebates.	**10M**
		OR	
10		What are different areas which are covered by green incentives?	**10M**

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks

PLANT LAYOUT DESIGN

Alpha, a four- wheeler company, is a leading company in the south manufacturing chassis od bus/lorry in 600 Acres of land with 3000 employees. The annual production capacity of the plant is 60,000 chassis. The market research department projected its future demand to be 2.5 times the present capacity of the plant. So, the company took a decision to set up another plant in the North with a capacity of 75,000 chassis. It is in the process of procurement of the required land of 1000 Acres. The projected number of employees in the new factory would be 4000.The productivity of any company mainly depends on the type of layout i.e., used to carry out the activities to produce the product. So, the industrial engineering department of the existing company is given the task of design the right type of layout for the new company.

All the sections of the automobile company will not have the same type of layout. The final assembly of chassis is done on a powered conveyer belt. This part of the company uses product layout which assemblies the necessary sub-assemblies and components to form a full chassis.

The other sections of the company are as follows:

- Engine Assembly
- Cylinder production
- Cylinder Head Production
- Connecting rod production
- Gear production
- Radiator
- Fuel pump
- Fuel Injection System
- Gear box
- Clutch plates
- Wheels and braking systems
- Tubes & Tyres
- Bulbs
- Doors
- Glasses
- Bearings
- Nuts & Bolts
- Bumpers
- Cotter pins

Now, the company is left with the option of process layout/product layout/group technology layout/fixed position layout for the sections listed in this case.

Questions:

1. As a consultant to the company, critically examine the material handling activities in each section and accordingly suggest a suitable layout.
2. Also, suggest available software technique to design each layout.
3. Also, give the overall layout of the company which shows the positioning of different sections in relation to the chassis assembly line.

***** END *****