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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA II Year II Semester Regular Examinations July-2021**

**GREEN BUSINESS MANAGEMENT**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

**UNIT-I**

- 1 Define the fundamentals of green business management with suitable examples or programs. L1 10M

**OR**

- 2 a Explain the nature and scope of green management. L2 5M  
b What are the types of green management? L1 5M

**UNIT-II**

- 3 Explain the distinction between internal and external environment in green business management. L2 10M

**OR**

- 4 a What is the significance of Corporate Social Responsibility (CSR) in green business management? L1 5M  
b What is the significance of Corporate Environmental Responsibility (CER) in green business management? L1 5M

**UNIT-III**

- 5 Discuss the significance of ecological economics? L2 10M

**OR**

- 6 Interpret in your own words about the understanding of indicators of sustainability. L2 10M

**UNIT-IV**

- 7 Explain about environmental reporting and ISO 14001 role and functions. L1 10M

**OR**

- 8 Distinguish between Green energy management Vs Green product management with examples. L1 10M

**UNIT-V**

- 9 Explain the importance of green projects management. L2 10M

**OR**

- 10 Distinguish between Green tax incentives Vs Green tax rebates with examples. L1 10M

**SECTION – B**  
(Compulsory Question)

11

1 x 10 = 10 Marks

Mr. Suresh, who has completed his post-graduation in management in one of the reputed institutes in India, would like to start his own business. He is more concerned about environment and other issues like pollution which are suffering the health of people in India. Hence, he is thinking of starting a green company which is manufacturing green products. Unfortunately, there is no much demand for green products in India at present, but he would like to go-ahead in this regard.

Questions:

(a) Suggest Mr. Suresh about the following:

- i. Sources of financing green company.
- ii. Environmental laws in brief.
- iii. Demand for green products.

(b) Do you advise Mr. Suresh to go-ahead in this regard or not?

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