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

**MBA II Year II Semester Supplementary Examinations October-2020
ENVIRONMENTAL BUSINESS MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- 1 a What is Green Management and Explain the nature and evolution it? 5M
b Discuss different approaches to green management? 5M

OR

- 2 a Evaluate scope and importance of green management? 5M
b Explain the following i) Triple Top Line ii) Drivers of green management 5M

UNIT-II

- 3 a Explain the nature and importance of organizational environment? 5M
b Briefly explain the concept how to go green? What are different aspects of spreading of green concept in organization? 5M

OR

- 4 a Discuss the process of life-cycle analysis of materials? 5M
b What do you mean by corporate environment responsibility? What are the drivers of corporate environment responsibility? 5M

UNIT-III

- 5 a What is environmental economics? Explain its scope? 5M
b Explain different indicators of sustainability? 5M

OR

- 6 a Describe Eco-system services. Enumerate the policies for sustainable use of Eco-system services? 5M
b Explain in detail Bio-diversity in Indian prospective? 5M

UNIT-IV

- 7 a What is sustainability reporting? State its contents? 5M
b Evaluate the Nature and Human causes for climate change? 5M

OR

- 8 a Define green financing. Explain challenges faced by green financing? 5M
b Elaborate the steps involved in green product development? 5M

UNIT-V

- 9 a Explain the steps involved in green project management? 5M
b Explain challenges in green project? 5M

OR

- 10 a What are different areas which are covered by green incentives? 5M
b Explain the following a) E-Books and b) Recycle 5M

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

JIT in Action

A new phenomenon called „Apparel on Demand“ is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time Responsiveness. NAAR Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style, etc., are recorded. The information reaches the NAAR manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. NAAR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, especially in the urban areas, the market for women“s jeans is growing at a fast pace. NAAR with its unique business model hopes to garner a significant share of this market. The promoter of NAAR along with her top executives is confident that their concept of JIT jeans would work.

Questions:

- (a) Do you think NAAR“s strategy would work? Why or why not? What is the importance of retailers in its business strategy?
- (b) Will customers wait for 10 days to have the jeans delivered? What can NAAR do to compete on customer service if delivery takes this much time?
- (c) Comment on the necessity of a robust supply chain in the context of NAAR Clothing Inc.

***** END *****