



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY**  
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**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code:** Green Business Management  
(19MB9040)  
**Year & Sem:** II-MBA & II-Sem

**Course & Branch:** MBA  
**Regulation:** R19

**UNIT – I**

Introduction of Green Management

1	Explain the concept of green management.	[L2][CO1]	[10M]
2	a. What are the types of green management? b. Explain the nature and scope of green management.	[L1][CO1] [L2][CO1]	[05M] [05M]
3	What is the significance of green management? What conclusions you can draw green management strategy?	[L1][CO1]	[10M]
4	If you are the CEO of Google what developing a theory of GM will you use?	[L6][CO1]	[10M]
5	Explain the distinction between traditional and modern green management in India.	[L2][CO1]	[10M]
6	What would happen if decision phrases go wrong in green business management?	[L5][CO1]	[10M]
7	Demonstrate understanding of green management in India.	[L3][CO1]	[10M]
8	State the 'Evolution of green business management'.	[L1][CO1]	[10M]
9	Define Fundamentals of green business management with suitable examples or programs.	[L1][CO1]	[10M]
10	How to use green business management in twenty first century?	[L1][CO1]	[10M]

**UNIT – II**

Organizational Environment

1	Explain the distinction between Internal and External environment in green business management.	[L2][CO2]	[10M]
2	Can you formulate a theory for make corporate social responsibility (CSR)?	[L5][CO2]	[10M]
3	What is corporate social responsibility (CSR)? How does it will help organization?	[L1][CO2]	[10M]
4	What idea justifies to go green?	[L4][CO2]	[10M]
5	State how life cycle analysis of material process is done.	[L4][CO2]	[10M]
6	Distinguish between CSR Vs CER with examples.	[L1][CO1,2]	[10M]
7	If you are a manager what are the sustainability issues for the production of high?	[L6][CO2]	[10M]
8	Explain tech components and materials usage in GBM.	[L1][CO2]	[10M]
9	a. What is the significance of corporate social responsibility (CSR) in green business management? b. What is the significance of Corporate environmental responsibility (CER) in green business management?	[L1][CO1,2] [L1][CO1,2]	[05M] [05M]
10	How would you clarify spreading the concept in organization?	[L3][CO2]	[10M]

**UNIT – III**

Approaches from Ecological Economics;

1	a. What is Ecological Economics? b. Explain its role and functions.	[L1][CO3] [L1][CO3]	[05M] [05M]
2	How would you prove Ecological Economics is important for organizations?	[L3][CO3]	[10M]

3	What is the significance of Ecological Economics?	[L2][CO5]	[10M]
4	Interpret in your own words the understanding of Indicators of sustainability.	[L2][CO3]	[10M]
5	Design a network for agriculture based Bio-diversity products.	[L6][CO5]	[10M]
6	How does this Indian perspective works? Explain in your own words.	[L3][CO3]	[10M]
7	State the Alternate theories of green business management Performance.	[L3][CO6]	[10M]
8	Define the following: a. Human Development Index(HDI) b. Ecological Footprint(EF) c. The Happy Planet Index(HPI):	[L1][CO3]	[10M]
9	State the idea of Sustainable Development in green business management.	[L2][CO3]	[10M]
10	Distinguish between Bio-diversity plants Vs Bio-diversity animals with examples.	[L3][CO1,2]	[10M]

**UNIT –IV**

## Environmental Reporting and ISO 14001

1	a. What is Environmental Reporting and ISO 14001? b. Explain Environmental Reporting and ISO 14001 role and functions.	[L1][CO4] [L1][CO4]	[05M] [05M]
2	How do you manage Climate change in business?	[L3][CO5]	[10M]
3	How does Green financing system help organization?	[L1][CO4]	[10M]
4	Explain ISO 14064 with some benefits of rules.	[L1][CO4]	[10M]
5	What would results if managing Green financing in automobile product basis is implemented rightly?	[L3][CO4]	[10M]
6	Do you think Green product management will help large industries?	[L4][CO4]	[10M]
7	Explain how to Financial initiative by UNEP.	[L2][CO4]	[10M]
8	Distinguish between Green energy management Vs Green product management with examples.	[L1][CO4,5]	[10M]
9	Define the following: a. Public awareness b. Human Rights	[L1][CO4]	[10M]
10	a. What are the types of green energy? b. Explain the nature and scope of green energy management.	[L1][CO1] [L2][CO1]	[05M] [05M]

**UNIT –V**

## Green Techniques and Methods

1	a. What is Green Techniques? b. Explain Green Techniques role and functions.	[L1][CO3] [L1][CO3]	[05M] [05M]
2	Explain the importance of Green tax.	[L2][CO5]	[10M]
3	Distinguish between Green tax incentives Vs Green tax rebates with examples.	[L1][CO4,5]	[10M]
4	Interpret the rise of Tesla car with reference to Green Techniques.	[L5][CO6]	[10M]
5	Assume you are the CEO of Firefox company, how would you use Green technology?	[L6][CO6]	[10M]
6	Relate how to build Green project management in action.	[L2][CO5]	[10M]
7	Recall Business redesign with suitable examples.	[L1][CO1]	[10M]
8	Examine the reasons underlying Eco-commerce models in India.	[L4][CO5]	[10M]
9	Explain the importance of green projects.	[L2][CO5]	[10M]
10	Define the following: a. Cleantech b. Alternative Fuel Vehicles c. Tax Credits	[L1][CO5]	[10M]

**CASE STUDY**

**Case study:1**

Mr. Naresh is a young entrepreneur and more enthusiastic about starting a new type of business in India. He thought of establishing green company assuming that there is a lot of demand for green products. He is also worried about the present problem of pollution and ecological imbalances and hence strongly decided to start green company. But he needs you advises on the issues.

Questions:

- (a) Are there any financial sources to support the green companies in India?
- (b) What are the Govt. regulations with regard to establishing of green companies?
- (c) Do you support the decision of Mr. Naresh in this regard? If not, what are your suggestions?

**Case Study:2**

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?

**Case study:3**

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?

**Case study: 4**

ABC town was well known for its hosiery industry. This is actually a conglomeration of a variety of industries like knitting, embroidery, dyeing, etc. The industry has grown by leaps and bounds and represents a major share of Indian hosiery exports. But recently the pollution norms necessitated the treatment of the effluent water from the dyeing industry due to presence of heavy metals in the reactive dyes used by the industries. This led to the closure of some dyeing units who did not have treatment plants for the water. This business also shifted out of the city to neighboring cities and some cities in North India. Till recently most industries had no knowledge about the impact of these industries on the environment and most of them had other pressing problems on hand like a constantly shifting labour force that needed a lot of skilling to compete to compete with Chinese industries, and frequent power cuts leading the use of diesel generators that cost four times the power cost from the electricity board. In the middle of so many issues, most companies are confused on what to do as regards sustainability. If you are to advice the firms in this city, what will you suggest to have green business practices implemented in the firms there?

**Case study:5**

Muruga temple is one of the ancient temples for Lord Karthikeya, suited on a hill in Tamilnadu. Every year this temple receives scores of pilgrims. Along the crowds, the temple authorities also noticed environmental issues. On the sides of the temple, one finds increasing dumps of plastic and other indestructible rubbish. Added to that is use of plastic in every shop. When crowds come in, there are a number of hawkers who have set up shop. These shops have also resulted in growth in local tribal settlements neat the temple. Added to this is disposal of excess food that is prepared every day to feed the pilgrims. On the whole, the entire environment is showing signs of degradation, which if neglected will result in a spoiled eco system. The temple management is looking to rectify this situation using green management practices. If you are to help the temple management, what practices do you

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suggest to ensure a good eco system in and around the temple?

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