

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

MBA II Year II Semester Regular & Supplementary Examinations May/June-2024
GREEN BUSINESS MANAGEMENT

Time: 3 Hours**Max. Marks: 60****SECTION – A**

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

UNIT-I

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|---|---|---|-----|----|----|
| 1 | a | Explain the concept of green management. | CO1 | L1 | 5M |
| | b | Explain the distinction between traditional and modern green management in India. | CO1 | L2 | 5M |

OR

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| 2 | What is the significance of green management? What conclusions you can draw green management strategy? | CO1 | L6 | 10M |
|---|--|-----|----|-----|

UNIT-II

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|---|---|---|-----|----|----|
| 3 | a | Explain the steps to be taken for any organization to go green. | CO2 | L2 | 5M |
| | b | Outline the role of life cycle analysis of materials in sustainable production. | CO2 | L3 | 5M |

OR

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|---|---|---|-----|----|----|
| 4 | a | Distinguish between CSR Vs CER with examples. | CO2 | L1 | 5M |
| | b | If you are a manager what are the sustainability issues for the production of high? | CO2 | L4 | 5M |

UNIT-III

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|---|---|---|-----|----|----|
| 5 | a | Write a note on bio diversity and why it needs to be managed. | CO3 | L3 | 5M |
| | b | Discuss any two approaches to ecological economics. | CO3 | L2 | 5M |

OR

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| 6 | Interpret in your own words the understanding of Indicators of sustainability. | CO3 | L5 | 10M |
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UNIT-IV

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| 7 | Distinguish between Green energy management Vs Green product management with examples. | CO4 | L4 | 10M |
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OR

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| 8 | a | Explain Environmental Reporting and ISO 14001 role and functions | CO4 | L2 | 5M |
| | b | How do you manage Climate change in business? | CO4 | L2 | 5M |

UNIT-V

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| 9 | Assume you are the CEO of Firefox company, how would you use Green technology? | CO5 | L6 | 10M |
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OR

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|----|---|---|-----|----|----|
| 10 | a | What are the green tax incentives available for green companies in India? | CO5 | L1 | 5M |
| | b | Outline the various key points in green project management. How is it different from regular manufacturing setup? | CO5 | L3 | 5M |

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

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

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