

Code: 14E00402

MBA IV Semester Regular Examinations June/July 2016

GREEN BUSINESS MANAGEMENT

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the concept and need of green management in business.
OR
- 2 Describe five most disturbing trends that are damaging the environment in India today.
- 3 Discuss the Indian corporate structure and environment concerning sustainability.
OR
- 4 Outline the concept of corporate environmental responsibility.
- 5 Describe the various indicators of sustainability.
OR
- 6 Explain the role of ecosystem services in today's business environment.
- 7 Discuss the points involved in green financing.
OR
- 8 Describe the financial initiatives taken by UNEP for promoting green practices.
- 9 List out the green tax incentives and rebates provided for promoting green management.
OR
- 10 Narrate any two eco business models in successful use today.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

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 everyday 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?
