

Code: 14E00402

MBA IV Semester Supplementary Examinations November 2016

GREEN BUSINESS MANAGEMENT

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

PART – A

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

- 1 Describe the nature and scope of green management in business.
OR
- 2 Discuss the importance and types of green management practices.
- 3 Explain the steps to be taken for any organization to go green.
OR
- 4 Outline the role of life cycle analysis of materials in sustainable production.
- 5 Write a note on bio diversity and why it needs to be managed.
OR
- 6 Discuss any two approaches to ecological economics.
- 7 Explain the provisions in the ISO 14064 framework to promote environmental focus in business.
OR
- 8 Describe the various stages in green product management.
- 9 Outline the various key points in green project management. How is it different from regular manufacturing setup?
OR
- 10 List out the steps involved in redesigning a business to incorporate green business practices.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case study:

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?
