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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)  
MBA II Year II Semester Regular & Supplementary Examinations, May 2019  
Environmental Business Management**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

**UNIT-I**

1 Describe the nature and scope of green management in business. 10M

**OR**

2 What do you understand by green management? Describe the evolution of green management briefly. 10M

**UNIT-II**

3 What are the environmental issues involved in developing green management concept. 10M

**OR**

4 Outline the role of life cycle analysis of materials in sustainable production. 10M

**UNIT-III**

5 a. Explain the objectives of sustainable development. 5M

b. Hotspots of Bio-diversity in India. 5M

**OR**

6 What is ecological economics? Discuss any two approaches to ecological economics. 10M

**UNIT-IV**

7 a. Green Product Life Cycle. 5M

b. Discuss the points involved in green financing. 5M

**OR**

8 Explain the provisions in the ISO 14064 framework to promote environmental focus in business. 10M

**UNIT-V**

9 What are the different Eco-commerce models? Briefly explain. 10M

**OR**

10 List out the steps involved in redesigning a business to incorporate green business practices. 10M

**SECTION – B**

(Compulsory Question)

**11. Case Study:****1 x 10 = 10 Marks**

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 is 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?

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