

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

**MBA II Year II Semester Regular Examinations Sep 2020
GREEN BUSINESS MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I1 Define Green Management. What are its principles? **10M****OR**2 What are different stages in the development of green management? **10M****UNIT-II**3 Explain the nature and importance of organizational environment. **10M****OR**4 Discuss Indian corporate structure and environment issues. **10M****UNIT-III**5 What is environmental economics? Explain its scope. **10M****OR**6 What is sustainable development? Explain its objectives and scope. **10M****UNIT-IV**7 Write about ISO 14001 and give its certification process. **10M****OR**8 Discuss green product life-cycle along with its significance. **10M****UNIT-V**9 Write about different green techniques and methods. **10M****OR**10 What is the role of government towards green tax? **10M****SECTION – B**

(Compulsory Question)

CASE STUDY:**1 x 10 = 10 Marks****JIT in Action**

A new phenomenon called „Apparel on Demand“ is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time Responsiveness. NAAR Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style, etc., are recorded. The information reaches the NAAR manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. NAAR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, especially in the urban areas, the market for women’s jeans is growing at a fast pace. NAAR with its unique business model hopes to garner a significant share of this market. The promoter of NAAR along with her top executives is confident that their concept of JIT jeans would work.

Questions:

- Do you think NAAR’s strategy would work? Why or why not? What is the importance of retailers in its business strategy?
- Will customers wait for 10 days to have the jeans delivered? What can NAAR do to compete on Customer service if delivery takes this much time?
- Comment on the necessity of a robust supply chain in the context of NAAR Clothing Inc.

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