

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

MBA II Year II Semester Regular & Supplementary Examinations August-2023
GREEN BUSINESS MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 a Explain the objectives and orientation of green management in the organization. CO1 L1 5M

b Describe the steps in implementing the strategies for green management. CO1 L2 5M

OR

2 a What is the significance of green management? What conclusions you can draw green management strategy. CO1 L6 5M

b Give a short on relevance of green management in India in twenty first century. CO1 L2 5M

UNIT-II

3 a Discuss about Indian corporate structure and list out various departments comes under Indian corporate structure. CO2 L1 5M

b How CSR plays a crucial role in sustainable production of an organization? CO2 L5 5M

OR

4 a Differentiate between Corporate Social Responsibility(CSR) and Corporate Environmental Responsibility (CER). CO2 L1 5M

b If you are a manager what are the sustainability issues for the production of high? CO2 L4 5M

UNIT-III

5 a How do you explain Indian perspective works? CO3 L5 5M

b State the Alternate theories of green business management Performance. CO3 L3 5M

OR

6 a Explain eco system service examples. CO3 L2 5M

b Define any two theories on biodiversity related to modern society. CO3 L1 5M

UNIT-IV

7 a What is ISO 14001? Explain its relation with the environment of organization? CO4 L1 5M

b What would result if managing Green financing in automobile product basis is implemented rightly? CO4 L5 5M

OR

8 a Distinguish between Green energy management Vs Green product management with examples. CO4 L4 5M

b Write short note on (i) Hydro power (ii) Wind power. CO4 L4 5M

UNIT-V

9 a Illustrate the principles of green project management. CO5 L3 5M

b Explain the determinants of Eco-innovations. CO5 L6 5M

OR

10 a Define the following: CO5 L4 5M

(i) Cleantech (ii) Alternative Fuel Vehicles (iii) Tax Credits.

b Discuss about different business redesign models used in corporate sector. CO5 L5 5M

SECTION – B

(Compulsory Question)

11 Case Study

1 x 10 = 10 Marks

Mr. A and Mr. H are friends. Mr. A is the owner of the Kids World, a toy trading company. The company aims to fulfill the needs of specific market segments. He followed an organizational structure that has a clear division of authority and responsibility. Employees with similar training, education, & skills work together and under a supervisor. All could give their ideas and participate in solving problems. Most of the staff in Kids World were highly skilled. Mr. H is the owner of Cocoa Ltd, a chocolate manufacturing company. The company was involved in manufacturing varieties of chocolate products. Compared to Mr. A, Mr. H had to manage unskilled workers, and the company was divided based on specific activities. A supervisor controlled each activity. In Cocoa Ltd, it was only Mr. H who gave all instructions and made decisions.

Questions

- i. Evaluate the organizational structures developed by Mr. A and Mr. H. Is it the right organizational structure for them? Justify your answer.
- ii. Determine which organization should have a line and staff authority structure, Kids World, or Cocoa Ltd. Give reasons?

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