



Code: 14E00402

MBA IV Semester Supplementary Examinations November/December 2017

GREEN BUSINESS MANAGEMENT

(For students admitted in 2014 & 2015 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 importance of green management.
OR
- 2 Describe the relevance of green management in India in 21st century.
- 3 What factors are responsible for growth of green business in Indian Industry?
OR
- 4 Outline the environmental issues involved in green management.
- 5 What are the indicators of sustainability? Explain them
OR
- 6 Discuss the importance of Eco-system services in Indian economy.
- 7 What is green financing? What are the sources of green financing?
OR
- 8 What are green products? Explain with help of some examples.
- 9 Outline the tax incentives and rebates available for green companies.
OR
- 10 What is Eco-commerce? Briefly explain about the models of Eco-commerce.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Mr. Suresh, who has completed his post-graduation in management in one of the reputed institutes in India, would like to start his own business. He is more concerned about environment and other issues like pollution which are suffering the health of people in India. Hence, he is thinking of starting a green company which is manufacturing green products. Unfortunately, there is no much demand for green products in India at present, but he would like to go-ahead in this regard.

Questions:

- (a) Suggest Mr. Suresh about the following:
 - (i) Sources of financing green company.
 - (ii) Environmental laws in brief.
 - (iii) Demand for green products.
- (b) Do you advise Mr. Suresh to go-ahead in this regard or not?

