



MBA III Semester Supplementary Examinations May 2019

**GREEN BUSINESS MANAGEMENT**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

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- 1 Discuss the growth of green management in India.

**OR**

- 2 Explain the importance of green management in today's world.

- 3 Discuss the various environmental and sustainable issues for production of High-tech components and materials.

**OR**

- 4 Outline the life cycle analysis of materials and their role in sustainability management.

- 5 Describe the concept of biodiversity and how it is being impacted by current business practices.

**OR**

- 6 Discuss the various theories of biodiversity.

- 7 Explain the components of an ISO 14064 system.

**OR**

- 8 Outline the steps involved in green product management.

- 9 What are the principles of business redesign for green management?

**OR**

- 10 Discuss any two Eco-commerce models in use for green management.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

You have been asked to set up an Eco tourism resort.

**Questions:**

- (a) Where do you think you should be starting this resort?
- (b) What will be the impact on the biodiversity?
- (c) What government incentives do you expect to avail?
- (d) What principles of ISO 14001 will you focus on?

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