

Code: 14E00402

MBA IV Semester Supplementary Examinations May 2019

GREEN BUSINESS MANAGEMENT

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What is green management in business? Give the concept of green management in business.
OR
- 2 What is the importance of green management? How do companies benefit from going green?
- 3 What is internal and external environment? What are the internal and external factors of business environment?
OR
- 4 What do you mean by sustainable management of environment? How does sustainable development help the environment?
- 5 What is ecological economics? What is the relationship between ecological economics and environmental economics?
OR
- 6 What are the four ecosystem services? Why are they important to humans?
- 7 What is the ISO 14001 standard? What is the difference between ISO 9001 and 14001?
OR
- 8 What is an environmental report? How is it important in business management?
- 9 What is a green project? Why is it important to go green?
OR
- 10 What is a green tax and green rules? What does it mean to be a green consumer?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case study:

Mr. Naresh is an young entrepreneur and more enthusiastic about starting a new type of business in India. He thought of establishing green company assuming that there is a lot of demand for green products. He is also worried about the present problem of pollution and ecological imbalances and hence strongly decided to start green company. But he needs your advises on the issues.

Questions:

- (a) Are there any financial sources to support the green companies in India?
- (b) What are the govt. regulations with regard to establishing of green companies?
- (c) Do you support the decision of Mr. Naresh in this regard? If not, what are your suggestions?
