

Code: 14E00402

MBA IV Semester Regular & Supplementary Examinations May 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 What do you understand by green management? Describe the evolution of green management briefly.

OR

2 Discuss the present status of green management in India.

3 What are the environmental issues involved in developing green management concept?

OR

4 Suggest some important measures for the promotion of green business management.

5 What is sustainability? What are its indicators?

OR

6 What are eco system services? Explain with examples.

7 Examine the need and importance of green financing.

OR

8 Write a brief note on ISO 14064.

9 What are the green tax incentives available for green companies in India?

OR

10 Write briefly about Eco-commerce models.

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?
