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Enrolment No:	

UNIVERSITY OF PETROLEUM & ENERGY STUDIES End Semester Examination, 2021	
Program: BBA with spz in MKTG Subject/Course: - Sustainable Business Course Code: MKTG2025P	Semester: VI Max. Marks: 100 Duration: 3 Hours

SECTION A			
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Q.1.	Multiple choice questions	Marks	CO
		5X6=30	CO
	<p>I. The _____ dimension of social responsibility refers to a business's societal contribution of time, money, and other resources.</p> <p>a. Ethical b. Philanthropic c. Volunteerism d. Strategic</p> <p>II. Atmospheric issues include all of the following except:</p> <p>a. acid rain b. global warming c. air pollution d. water quantity</p> <p>III. ....refers to a strategic process involving stakeholder assessment to create long-term relationships with customers, while maintaining, supporting, and enhancing the natural environment.</p> <p>a. Eco-strategy b. Green marketing c. Superfund reauthorization d. Recycle and reprocess management</p> <p>IV. . All of the following describes professional attitudes and behaviours except:</p> <p>a. Altruism b. Humanism c. Responsibility d. Religious</p> <p>V. Which of the following perspectives takes the strongest stance in support of sustainability?</p>	5X6=30	CO1

	a. Communalist b. Free market c. Deep ecology d. Cornucopian e. Accommodating <b>VI. What is triple bottom line?</b> a. An accounting tool that looks at the impact on people, planet and profits b. A management strategy which states all the attention should be on profits c. An accounting tool that looks at cost, profit and loss d. A management strategy which focuses on corporate social responsibility		
<b>SECTION B</b>			
	<b>Write Short answers</b>	<b>Marks</b> 10X5=50	CO
Q2.	Explain different ethical issues in sustainable business. Also suggest remedies	10	CO2
Q3	Explain TNS framework and its importance in sustainable business.	10	CO2
Q4	Explain the concept of sustainable consumption and production while throwing light on terms like Factor 10, Natural capitalism and Agenda 21.	10	CO3
Q5	What is Green Paradox, Green Accounting and Green Finance. Explain with business examples	10	CO3
Q6	Describe the importance of cradle to cradle, cradle to grave and Biomimicry in suitable business with the help of examples	10	CO3
<b>Section –C</b> <b>case based questions</b>			
	Sana, the president of a company that makes paper, has an interest in the environment. She recently went to a seminar on environmental dangers and has decided to take steps to clean things up. She started at home and has now felt compelled to change things at work. Sana had to face the fact that her company has been cheating and is not in		

	<p>compliance with applicable environmental regulations due to dumping in a nearby river. Her company has never been cited because it employs a very large number of people in the community, including the mayor's husband and the chief-of-police's brother. On her mission to clean things up, Sana has decided to go even further than the law requires and implement the very latest environmental protections. When she announced her plan, the chair of the company's board of directors, Jessica, had a meeting with Sana. Jessica told Sana to analyze the situation carefully because the cost of the additional equipment would mean no dividend to shareholders and no raise for employees. Furthermore, Jessica told Sana that installing all the new equipment would result in higher prices for the company's paper product and could bankrupt the company because of foreign competition. Jessica hinted that Sana could be fired if she persisted. Jessica suggested that Sana should just be concerned with a minimal standard of ethics. Sana decides to go forward with her plan to clean things up under the theory that she wants to treat others in the same manner that she wants to be treated. Under Sana's theory, if she did not understand the importance of the environmental improvements, she would want them to be thrust upon her</p>		
Q7a.	<p>What are the various kinds of sustainability decisions applicable in the case? Where do ethical dilemmas arise related with sustainable business ?</p>	10	CO4
Q7b.	<p>What dilemmas did Sana face? Assess the ways in which Sana may have resolved these dilemmas in light of the concepts like negative externalities, external cost and abatement cost .</p>	10	CO4