

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : V  
SESSION : MO/2023**

**SUBJECT: MT302 INTRODUCTION ON SUSTAINABLE DEVELOPMENT**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Define Sustainable Development with an example	[5] 1	1
Q.1(b)	Explain using suitable examples the three pillars of Sustainability.	[5] 1	2
Q.2(a)	What is life cycle thinking	[5] 2	1
Q.2(b)	Explain a typical product life cycle management diagram in detail?	[5] 2	2
Q.3(a)	Define Value Chain with Diagram	[5] 3	1
Q.3(b)	With the help of an example explain how the Value Chain Analysis contributes to Sustainability	[5] 3	3
Q.4(a)	Explain sustainable design.	[5] 4	2
Q.4(b)	Explain the five steps to get a sustainable competitive advantage.	[5] 4	2
Q.5(a)	Explain Green Logistics	[5] 5	2
Q.5(b)	With the help of a diagram and an example explain Green Supply Chain Management	[5] 5	3

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