

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)

CLASS: BBA
BRANCH: MGMT

SEMESTER : V
SESSION : MO/2023

SUBJECT: MT302 INTRODUCTION ON SUSTAINABLE DEVELOPMENT

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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|--------|--|-----|-----|----|
| Q.1(a) | Explain Sustainable Development. | [2] | CO1 | 2 |
| Q.1(b) | Discuss the importance of sustainability for businesses in the present scenario? | [3] | CO1 | 2 |
| Q.2(a) | Explain the three pillars of sustainability. | [2] | CO1 | 2 |
| Q.2(b) | Differentiate between Circular Economy and Linear Economy. | [3] | CO1 | 4 |
| Q.3(a) | Define Life Cycle Analysis in the context of Sustainable Development. | [2] | CO3 | 1 |
| Q.3(b) | Define Environmental Life Cycle Assessment with example | [3] | CO3 | 1 |
| Q.4(a) | Define Green Marketing? | [2] | CO1 | 1 |
| Q.4(b) | Explain Value Chain Analysis and its importance in Sustainable development | [3] | CO1 | 2 |
| Q.5(a) | Define Sustainable Packaging | [2] | CO1 | 1 |
| Q.5(b) | Explain the various methods to introduce Sustainable Packaging in a business. | [3] | CO4 | 2 |

:::20/09/2023 M:::