

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

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : V
SESSION : MO/2024

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.

		CO	BL
Q.1(a)	Discuss the concept and importance of sustainable development in business	[5]	1 2
Q.1(b)	Explain the three pillars of sustainability with examples	[5]	1 2
Q.2(a)	Explain the concept of lifecycle thinking with an example	[5]	2 2,3
Q.2(b)	Discuss Green Marketing mix with an example	[5]	2 2,3
Q.3(a)	Discuss the concept Value Chain with an example	[5]	3 2,3
Q.3(b)	Discuss Corporate Social Responsibility with an example	[5]	3 2,3
Q.4(a)	Discuss the concept of sustainable design and how this concept used in Indian Power Generation sector	[5]	4 2,3
Q.4(b)	Define Eco-Labeling and its requirement in current business scenario	[5]	4 2
Q.5(a)	Discuss Green Supply Chain Management with an Example	[5]	5 2,3
Q.5(b)	Explain the various elements of green logistics	[5]	5 2

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