

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous College U/s UGC Act 1956)

MBA SEMESTER - II, SEMESTER END EXAMINATION – SUMMER 2025

Subject Code: 1MB1207

Date: 10-06-2025

Subject Name: ENVIRONMENTAL MANAGEMENT AND SUSTAINABILITY

Time: 09:00 AM to 12:00 PM

Total Marks: 70

Instructions

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

SECTION A

	Marks	BL	CO
Q.1 Multiple-Choice Questions	[05]		
(a) Which types of projects require an EIA?	1	U	2
<div>(i) Small office buildings</div> <div>(ii) Large infrastructure projects like highways and airports</div> <div>(iii) Local grocery stores</div> <div>(iv) Home renovations</div>			
(b) What is the first step in conducting an Environmental Impact Assessment (EIA)?	1	U	2
<div>(i) Final project approval</div> <div>(ii) Impact prediction</div> <div>(iii) Screening</div> <div>(iv) Auditing</div>			
(c) Which of the following is a key principle of sustainable development?	1	U	1
<div>(i) Short-term profits</div> <div>(ii) Long-term ecological balance</div> <div>(iii) Increased industrialization</div> <div>(iv) Focus on economic growth only</div>			
(d) What does Corporate Social Responsibility (CSR) focus on?	1	U	1
<div>(i) Business profits</div> <div>(ii) Social and environmental well-being</div> <div>(iii) Increasing sales</div> <div>(iv) Market competition</div>			

(e) What is the main goal of Environmental Management?	1	R	1
(i) Profit maximization	(ii) Minimizing environmental impact		
(iii) Increasing market share	(iv) Maximizing production efficiency		

Q.2 Attempt Any Two	[10]		
(a) Define Environmental Management and explain its importance.	5	U	1
(b) Define Business and Sustainability. Explain how businesses contribute to sustainability and mention its benefits.	5	U	1
(c) Define Sustainable Development and explain its importance	5	U	1
Q.3 Attempt Any Two	[10]		
(a) Explain how businesses are influenced by EIA regulations and provide examples of eco-friendly business practices.	5	A	2
(b) Imagine a company wants to build a new factory. Identify two environmental factors they must consider before starting construction. Give your Recommendations.	5	A	2
(c) During an EIA process, public participation is encouraged. Explain two reasons why public participation is important in EIA.	5	U	2
Q.4 Attempt Any Two	[10]		
(a) Describe the key stages of the EIA process and their significance in environmental decision-making.	5	A	2
(b) What are two benefits for businesses that adopt Corporate Social Responsibility (CSR) practices? Give examples.	5	U	1
(c) Why should companies invest in renewable energy? Mention two business advantages of using green energy.	5	A	1

SECTION B

		Marks	BL	CO
Q.5 Multiple-Choice Questions		[05]		
(a) What does green marketing primarily focus on?		1	R	3
<div> <div>(i) Increasing advertisement budget</div> <div>(ii) Promoting eco-friendly products and services</div> <div>(iii) Reducing product prices</div> <div>(iv) Targeting only young consumers</div> </div>				
(b) Greenhouse effect is caused by:		1	R	3
<div> <div>(i) Clouds cooling Earth</div> <div>(ii) Heat trapped by gases</div> <div>(iii) Earth spinning faster</div> <div>(iv) Snow melting</div> </div>				
(c) Sustainable product development aims to:		1	R	3
<div> <div>(i) Increase product shelf life only</div> <div>(ii) Develop low-cost products using any available material</div> <div>(iii) Copy competitor products quickly</div> <div>(iv) Create products with minimal environmental impact</div> </div>				
(d) What does ESG stand for in sustainability trends?		1	R	4
<div> <div>(i) Energy, Sustainability, Growth</div> <div>(ii) Environment, Social, Governance</div> <div>(iii) Ecology, Safety, Guidance</div> <div>(iv) Ethics, Safety, Greenhouse</div> </div>				
(e) Unilever has committed to reducing plastic packaging. This is part of their:		1	U	4
<div> <div>(i) Employee training program</div> <div>(ii) Digital marketing strategy</div> <div>(iii) Financial planning</div> <div>(iv) Environmental sustainability goals</div> </div>				
Q.6 Attempt Any Two		[10]		
(a) How can companies integrate sustainability into their business models? Give two examples.		5	U	3
(b) How does green marketing reflect sustainable business practices? Discuss its importance and its influence on consumer behavior.		5	U	3
(c) Explain any four key elements of a sustainable supply chain and how each contributes to environmental protection and ethical business practices.		5	A	3

Q.7 Attempt Any Two	[10]		
(a) Describe the steps to integrate sustainability into business models.	5	C	4
(b) Describe the importance of resource management in using water, energy, and raw materials. How can companies manage these resources responsibly?	5	A	4
(c) Explain how climate change can affect business operations. Give two examples.	5	A	4

Q.8 Attempt Any Two	[10]		
(a) How did the UrjaGram project contribute to achieving SDG 7? Explain with specific actions taken.	5	A	4

Case Study: "Light for Learning – The UrjaGram Initiative"

In a remote tribal village in Odisha, India, electricity was unavailable for decades. Villagers relied on kerosene lamps for lighting, which caused indoor air pollution, frequent respiratory illnesses, and limited activities after sunset. Children struggled to study, and women faced difficulty completing household tasks in the dark.

In 2023, a social enterprise called UrjaGram launched a clean energy project aligned with SDG 7: Affordable and Clean Energy. They installed solar mini-grids to power homes, schools, and community centres. Local youth were trained to operate and maintain the solar systems, ensuring employment and long-term upkeep. Awareness campaigns on energy-saving practices were also conducted.

As a result:

- Over 500 homes gained access to clean, reliable electricity.
- Children could study after dark, improving their academic performance.
- Respiratory illnesses reduced due to the elimination of kerosene use.
- Women saved time and started home-based businesses using electric appliances.
- The village became a model for sustainable rural electrification.

The project supported SDG 7, and contributed to SDG 3 (Good Health and Well-being) and SDG 4 (Quality Education)

(b) Explain two indirect benefits of providing clean energy in a village, highlighting its role in sustainable environmental management	5	A	3
(c) If you were to expand this project to another rural area, what two improvements or additions would you suggest?	5	C	3
