

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT*(An Autonomous Institute U/s UGC Act 1956)***MBA SEMESTER-II, SEMESTER END EXAMINATION – WINTER 2025****SUBJECT CODE: 1MB1207****DATE: 27-01-2026****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) The primary goal of environmental management is:****1 R 1****(i) Increase pollution****(ii) Conserve and manage natural resources****(iii) Maximize waste****(iv) Promote deforestation****(b) Sustainable development focuses on:****1 R 1****(i) Meeting present needs
without compromising future
generations****(ii) Profits only****(iii) Ignoring environmental
impact****(iv) Increasing consumption****(c) ISO 14001 is related to:****1 R 2****(i) Quality control****(ii) Financial reporting****(iii) Environmental Management
Systems****(iv) Labour laws****(d) Which of the following is a part of Corporate Social Responsibility (CSR)?****1 U 2****(i) Tax evasion****(ii) Environmental sustainability****(iii) Overuse of natural
resources****(iv) Industrial pollution**

(e) Environmental Impact Assessment (EIA) helps in : 1 U 2

- (i) Ignoring environmental effects (ii) Promoting illegal dumping
(iii) Delaying development work unnecessarily (iv) Predicting environmental consequences of proposed projects

Q.2 Attempt Any Two **[10]**

- (a) Explain the concept of environmental management and its importance for businesses. 5 N 1
(b) What is sustainable development? How does it relate to business strategy? 5 U 1
(c) Discuss the evolution and purpose of Environmental Management Systems (EMS). 5 E 1

Q.3 Attempt Any Two **[10]**

- (a) Define Corporate Social Responsibility (CSR). How is it linked with sustainability? 5 A 1
(b) Explain the major global and national environmental policies. 5 N 1
(c) What are the benefits and steps involved in Environmental Auditing? 5 U 2

Q.4 Attempt Any Two **[10]**

- (a) What is Environmental Impact Assessment (EIA)? Explain its process. 5 A 2
(b) Discuss national and international regulatory frameworks for environmental protection. 5 N 2
(c) Explain the compliance and reporting requirements related to environmental regulations. 5 U 2

SECTION- B

	Marks	BL	CO
Q.5 Multiple-Choice Questions	[05]		
<p>(a) When evaluating whether to switch to a green product with a higher price, which of the following should be the most important consideration?</p> <p style="margin-left: 40px;"> (i) The color and design of the product (ii) Long-term cost savings and environmental benefits (iii) Availability of celebrity endorsements (iv) Whether the product has a short-term discount </p>	1	E	3
<p>(b) A clothing manufacturer wants to reduce water usage in its textile dyeing process. Which eco-innovation approach should they adopt?</p> <p style="margin-left: 40px;"> (i) Introduce waterless dyeing technology to minimize resource consumption (ii) Increase dyeing batches using conventional methods to reduce time only (iii) Focus only on marketing campaigns promoting fast fashion trends (iv) Shift all production to cheaper regions without altering processes </p>	1	A	3
<p>(c) A company aims to minimize raw material waste in packaging. What strategy should it apply?</p> <p style="margin-left: 40px;"> (i) Use recyclable materials and design packaging for reuse (ii) Use multi-layer plastic wraps that are hard to recycle (iii) Increase package size unnecessarily (iv) Shift entirely to single-use materials </p>	1	A	4
<p>(d) A business wants to lower climate risks. Which option offers both adaptation and mitigation benefits?</p> <p style="margin-left: 40px;"> (i) Install rooftop gardens (ii) Increase air conditioning use (iii) Expand diesel generators (iv) Delay climate actions </p>	1	E	4
<p>(e) Which strategy best balances both business growth and SDG alignment?</p> <p style="margin-left: 40px;"> (i) Integrate carbon reduction into core business operations (ii) Focus only on short-term profits, ignoring emissions (iii) Outsource all emissions-heavy work to unregulated regions (iv) Delay climate commitments until mandatory </p>	1	E	4
Q.6 Attempt Any Two	[10]		
<p>(a) Critically evaluate the effectiveness of corporate sustainability strategies in balancing economic performance with environmental and social responsibilities. Support your answer with examples.</p>	5	E	3

- (b) Imagine you are a manager in a manufacturing company seeking to reduce its environmental impact. Propose three practical strategies you would implement to integrate sustainability into the company's business model, and explain how each strategy would benefit both the business and the environment. **5 A 3**
- (c) Evaluate how sustainable product development and eco-innovation contribute to a company's competitive advantage. **5 E 3**

Q.7 Attempt Any Two [10]

- (a) Assess the impact of sustainable supply chain management on a company's brand reputation and consumer loyalty. How do challenges such as cost, complexity, and supplier compliance affect the effectiveness of sustainability initiatives in the supply chain? **5 E 3**
- (b) As the head of a technology firm, you need to ensure that your product development processes align with climate change mitigation goals. Suggest three eco-friendly innovations your company could incorporate into new products, and explain how these innovations would both help the environment and appeal to eco-conscious consumers. **5 A 4**
- (c) As the sustainability manager of a food processing company, propose a strategy to implement energy-efficient technologies and water recycling systems to reduce water and energy consumption in production. Discuss how these initiatives would improve operational efficiency and reduce the company's environmental footprint. **5 A 4**

Q.8 Attempt Any Two [10]

- (a) Critically assess the role of artificial intelligence (AI) in advancing sustainable practices across industries. How effective is AI in solving environmental issues, and to what extent is its adoption influenced by economic incentives rather than long-term environmental goals? **5 E 4**
- (b) Imagine you are the CEO of a manufacturing company aiming to adopt a circular economy model. Design a plan for transitioning the business to circular practices, including the management of waste, product lifecycle, and raw materials. What benefits and challenges would you anticipate in this shift? **5 A 4**
- (c) Assess whether carbon credits can serve as a long-term solution for advancing the SDGs, especially in developing countries. How do carbon credit markets affect equitable development, and can they be relied upon to foster genuine sustainable development in poorer regions? **5 E 4**
