



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Third semester

MASTER OF BUSINESS ADMINISTRATION

P21MBC3117: Sustainable Development

COURSE OUTCOMES

CO1: Ability to Understand the importance of Sustainable development

CO2: Apply the benefits of Impact measurement and ESG reporting frame work

CO3: Self-reflection: Individuals contribution towards SDG and its relevance in one day to day life

Time: Two Hours

Maximum Marks: 50

PART A (1 x 15= 15 Marks) Case Analysis

1. A multinational retail chain, "GreenMart," is committed to promoting sustainability in its operations. The company has implemented various initiatives to reduce its environmental impact, enhance social responsibility, and foster economic sustainability. GreenMart decides to launch a sustainability initiative focusing on reducing plastic usage and promoting eco-friendly practices throughout its supply chain. CO3 [K₆]

Questions:

Elaborate on the GreenMart's initiative to reduce plastic usage contribute to environmental sustainability? Explain the significance of supply chain transparency in the context of sustainability. How can employee engagement positively impact the success of sustainability initiatives?

PART B (3Q x 5M = 15 Marks)

2. Discuss in detail the CSR initiatives into its broader business strategy and provide examples of how CSR practices are strategically aligned with the company's values and goals, contributing to both social impact and business success simultaneously. CO2 [K₆]
3. Explain the Sustainable Development Goals (SDGs) widespread support from a range of stakeholders? CO1 [K₅]
4. Analyze in detail the direct and indirect impacts of a social initiative. CO1 [K₄]

PART C (2Q x 10M = 20 Marks)

5. Elaborate the initiatives on the 17 Sustainable Development Goals (SDGs). CO1 [K₆]

6. Analyze the role of ESG in addressing global challenges? CO1 [K₄]
