



KUMARAGURU
college of technology
character is life

Register Number:

MBA DEGREE EXAMINATIONS: NOV /DEC 2024

(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 framework

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

Time: Two Hours

Maximum Marks 50

PART A (3Q x 10 = 30 Marks) Answer any three question

1. Discuss in detail the CSR rules that should be incorporated by the company and state the CSR initiative of a company with example. CO2 [K₆]
2. Elaborate on the "Triple Bottom Line" (TBL) as a concept that evaluates an organization's performance and success based on three important dimensions: social, environmental, and economic as a framework for assessing the sustainability and long-term impact of businesses and organizations. CO2 [K₆]
3. Analyze in detail the direct and indirect impacts of a social initiative, incorporating empirical evidence to assess the program's effects on both the target population and the broader community, considering the various ways in which the initiative influences social, economic, and cultural aspects within the community. CO2 [K₄]
4. Analyze the role of ESG in addressing global challenges and driving long-term value creation such as climate change, inequality and Governance. CO1 [K₄]

PART B (1Q x 20M = 20 Marks)

5. Case Study: Designing an International Sustainable Cricket Stadium. CO3 [K₆]

Global Sporting Innovations (GSI) is embarking on the development of an international cricket stadium with a strong commitment to sustainability. The goal is to create a state-of-the-art facility that not only meets international standards for cricket venues but also sets new benchmarks for environmental responsibility. Analyze and explore the design considerations, measures taken for sustainability, and examines the pros and cons associated with the project.

(OR)

6. Assess the Indian government initiative for achieving SDG 4 ensuring inclusive and equitable quality education and fostering lifelong learning opportunities for all, considering factors such as accessibility, quality, gender equality, global citizenship education, and the integration of sustainable development principles,

CO3 [K₅]
