

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION

**MAJOR ELECTIVE COURSE – II MANAGEMENT OF BUSINESS
SUSTAINABILITY**

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What is the term for marketing campaigns that aim to educate consumers about sustainability?
(i) Educational marketing (ii) Awareness marketing
(iii) Eco-educational marketing (iv) Environmental marketing
- 2 Which one of the following characteristics is widely regarded as being an important aspect of sustainable development?
(i) Intergenerational equity (ii) Increasing consumption expenditure
(iii) Intra generational inequity (iv) Increased levels of saving
- 3 Which of the following is a widely used framework for sustainability visioning?
(i) Porter's Five forces (ii) Balanced scorecard
(iii) The Natural Step framework (iv) SWOT analysis
- 4 What is the first step in developing a long-term sustainability plan?
(i) Setting short-term goals (ii) Conducting a sustainability assessment
(iii) Engaging stakeholders (iv) Developing an action plan
- 5 What could be an example of a social metric in a sustainability worksheet?
(i) Amount of recycled material used
(ii) Water consumption rates
(iii) Employee diversity and inclusion metrics
(iv) Packaging waste

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a What are the key drivers for businesses to adopt sustainable practices?
OR
b Describe the components of an effective sustainability strategy for a business.
- 7 a State the principles of Sustainable development.
OR
b Explain briefly the strategies for system change.
- 8 a How can businesses balance the short-term financial pressures with the long-term goals of sustainability?
OR
b Summarize the key aspects of a Multilevel approach.
- 9 a Interpret the advantages of a long-term project plan.
OR
b How to develop effective management systems?
- 10 a List out the metrics used to promote sustainable performance.
OR
b Write a short note on 'Sustainability scorecard'.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the most effective strategies for businesses to engage employees in sustainability initiatives.
OR
b Highlight the challenges in assessing the financial performance of sustainable businesses.
- 12 a How do you create a Sustainable plan? Explain.
OR
b Explain the concept of SWOT analysis.
- 13 a What role do renewable energy and resource efficiency play in our long-term sustainability vision?
OR
b Discover the benefits of Framework based visioning.
- 14 a What are the factors to be considered when selecting a project?
OR
b Elaborate the key elements of a management system.
- 15 a Analyze the problems in Sustainability reporting.
OR
b Explain in detail Sustainability report template.

Z-Z-Z

END