TOTAL PAGES: 2

23MSU631AN

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – **BUSINESS ADMINISTRATION**

MAJOR ELECTIVE COURSE – II MANAGEMENT OF BUSINESS SUSTAINABILITY

Time: Three Hours Maximum: 75 Marks

SECTION-A (10 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Sustainable business primarily focuses on: a) Maximizing short-term profit b) Balancing economic, social, and environmental goals c) Increasing production cost d) Ignoring stakeholder interests	K1	CO1
	2	Sustainability in marketing mainly aims at: a) Aggressive promotion b) Greenwashing products c) Long-term customer value and ethical practices d) Reducing product quality	K2	CO1
2	3	Sustainable development goals are mainly designed to: a) Increase industrial output b) Promote global sustainability and development c) Reduce trade barriers d) Encourage monopolies	K1	CO2
	4	SWOT analysis in sustainability planning helps in: a) Financial auditing b) Identifying strengths, weaknesses, opportunities, and threats c) Employee appraisal d) Market segmentation	K2	CO2
3	5	Backcasting is a method used to: a) Predict past performance b) Plan from a desired future outcome c) Analyze present profits d) Measure current emissions	K1	CO3
	6	Multilevel approach in sustainability focuses on: a) Single organizational level b) Only environmental issues c) Interaction across different system levels d) Short-term planning	K2	CO3
4	7	Stakeholder assessment is used to: a) Eliminate stakeholders b) Identify and prioritize stakeholder interests c) Reduce accountability d) Increase conflict	K1	CO4
	8	Long-term project planning in sustainability ensures: a) Immediate profit b) Sustainable resource utilization c) High risk-taking d) Rapid exploitation of resources	K2	CO4
5	9	Sustainability metrics are used to: a) Increase complexity b) Measure sustainability performance c) Avoid reporting d) Reduce transparency	K1	CO5
	10	Sustainability scorecard helps organizations to: a) Track only financial results b) Link sustainability goals with performance indicators c) Eliminate metrics d) Ignore environmental impact	K2	CO5

Cont…

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What are the various types of sustainability in business?	K1	CO1
		(OR)		
	11.b.	Show the key aspects of sustainability in marketing.		
2	12.a.	Outline the sustainability plan is important.	K2	CO2
		(OR)		
	12.b.	Infer out the advantages of SWOT analysis.		
3	13.a.	Construct the components of business model.	K3	CO3
		(OR)		
	13.b.	Apply the concept of based visioning.		
4	14.a.	Categorize the long-term projects.	K4	CO4
		(OR)		
	14.b.	Examine the characteristics of elements of management system.		
5	15.a.	List the 5 pillars of sustainability metrics.	K4	CO5
		(OR)		
	15.b.	Analyze the importance of sustainability reporting.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What are the key elements of sustainability strategy? Explain	K1	CO1
2	17	Explain the core strategies for system change.	K2	CO2
3	18	Construct the various types of business model.	K3	CO3
4	19	Examine the elements of management system.	K4	CO4
5	20	Analyse the different types of sustainability reporting.	K5	CO5

Z-Z-Z END