

Exec MBA (IIS) Sem.-1 (Rep) Examination**IISe-EMS5****Managerial Economics****Time : 2-30 Hours]****December-2024****[Max. Marks : 70****Instructions:****Question no 1 to 4 carry 14 marks each.****Question no 5 carries 14 marks (each question of 2 marks). Out of the 12 questions, attempt any seven.**

Q#1 Define the concept of a circular economy and explain its significance in driving business innovation. Outline the transition from a linear to a circular business model, emphasizing its environmental and economic benefits.

OR

Q#1 Define food security and describe its key dimensions: availability, access, utilization, and stability. Discuss the role of international trade in addressing food security challenges. Examine the impact of climate change on global food security and propose strategies to mitigate these effects.

Q#2 Explore the role of Corporate Social Responsibility (CSR) in enhancing a company's reputation and promoting sustainable development. How can companies design and implement green supply chains to reduce environmental impacts and improve overall sustainability?

OR

Q#2 Discuss how environmental policies and regulations influence business operations. How can companies effectively navigate and comply with these regulations? Explain the concept of sustainable finance and the role of financial institutions in promoting environmentally responsible investments.

Q#3 Analyze how environmental policies shape corporate sustainability initiatives. Provide examples of companies that have successfully integrated comprehensive environmental policies into their business strategies. Highlight the importance of Life Cycle Assessment (LCA) in evaluating the environmental impact of products and services. Discuss how businesses can leverage LCA to make informed decisions that support sustainable development.

OR

Q#3 Evaluate the role of sustainable supply chain management in environmental management. Share examples of businesses that have implemented effective sustainable practices across their supply chains.

Q#4 Investigate the opportunities and challenges of adopting circular economy business models across different industries. How can businesses develop strategies to adapt to and mitigate the impacts of climate change?

E 1099-2

OR

Q#4 Assess the importance of stakeholder engagement in sustainability initiatives and its potential to positively influence business outcomes. How can companies foster a culture of innovation that prioritizes the development of sustainable products and processes?

Q#5 Multiple Choice Questions: (Attempt any 7 out of 12 questions)

1. What is the primary goal of integrating sustainability into strategic management?
 - a. Short-term profit maximization
 - b. Creating long-term value
 - c. Ignoring stakeholder interests
 - d. Focusing solely on environmental concerns
2. How can CSR initiatives contribute to sustainable development?
 - a. By ignoring environmental concerns
 - b. By improving short-term profits
 - c. By enhancing a company's reputation and social impact
 - d. By minimizing stakeholder engagement
3. What is the key objective of implementing a green supply chain?
 - a. Maximizing resource consumption
 - b. Reducing environmental impact
 - c. Ignoring sustainability in the supply chain
 - d. Minimizing stakeholder collaboration
4. How can companies navigate and comply with environmental policies and regulations effectively?
 - a. By avoiding compliance altogether
 - b. By lobbying against regulations
 - c. By integrating environmental considerations into business operations
 - d. By disregarding stakeholder interests
5. What does sustainable finance involve?
 - a. Maximizing short-term financial gains
 - b. Investing exclusively in traditional industries
 - c. Prioritizing environmentally responsible investments
 - d. Ignoring financial considerations in sustainability initiatives
6. In a circular economy, what is the focus of business models?
 - a. Linear production and consumption
 - b. Maximizing waste generation
 - c. Closing the loop through recycling and reuse
 - d. Ignoring resource efficiency
7. How can businesses contribute to both climate change adaptation and mitigation?
 - a. By increasing greenhouse gas emissions
 - b. By avoiding sustainability measures
 - c. By developing strategies for resilience and reducing emissions
 - d. By ignoring the impact of climate change on business operations

E 1099-3

8. Why is stakeholder engagement important in sustainability initiatives?
 - a. To minimize stakeholder influence
 - b. To create a closed decision-making process
 - c. To increase transparency and build trust
 - d. To isolate the business from external influences
9. What characterizes sustainable innovation?
 - a. Focusing solely on short-term gains
 - b. Ignoring environmental considerations in product development
 - c. Prioritizing sustainable product and process development
 - d. Minimizing the role of innovation in business operations
10. How does eco-entrepreneurship contribute to sustainable business practices?
 - a. By promoting wasteful practices
 - b. By discouraging innovation
 - c. By driving environmentally responsible ventures
 - d. By isolating businesses from societal concerns
11. What is the purpose of carbon accounting for businesses?
 - a. To maximize carbon emissions
 - b. To minimize transparency in reporting
 - c. To measure and report the carbon footprint of business activities
 - d. To ignore the impact of carbon emissions on climate change
12. Why is environmental risk management important for businesses?
 - a. To encourage environmental degradation
 - b. To maximize exposure to environmental risks
 - c. To identify and mitigate potential environmental risks effectively
 - d. To ignore stakeholder interests

*****END OF PAPER*****

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