



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:IV
Class: SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Managing for Sustainability	Course Code:MBA224001
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains two page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question
6. Attempt any one question from (a) OR (b) and any one question from (c) OR (d) for Question No. 3,4 & 5.

Question No. 1 Attempt following Question

- 1a) Summarize Triple Bottom Line (TBL) as a key component of Corporate sustainability? (6) CO1

Question No. 2 Attempt following Question

- 2a) Interpret the common Principles of Sustainability? (6) CO2

Question No. 3 Attempt following Question

- 3a) Demonstrate why managing sustainability is the need of the hour in current business scenario? (8) CO3

OR

- 3b) Explain any 8 out of the 17 Sustainable Development Goals (SDG)? (8) CO3

- 3c) Define the role & responsibility of top management for sustainability? (8) CO3

OR

- 3d) Illustrate with example of any Indian organization which is the fore front of adopting sustainable business practices? (8) CO3

Question No. 4 Attempt following Question

- 4a) Analyse how to integrate sustainability in Mission statement? (8) CO4

OR

- 4b) Explain managing sustainability in any one of the following functional areas (Finance/HRM/Marketing/OSCM)? (8) CO4

- 4c) Evaluate the significance of innovation in sustainability? (8) CO4

OR

- 4d) Analyse the role of CSR activities (Corporate social responsibility) in achieving sustainable goals? (8) CO4
And why government emphasize corporates to adopt CSR activities?

Question No. 5 Attempt following Question

- 5a) Explain why many corporates includes sustainable practices in their business model? (8) CO5

OR

- 5b) The state of Kerala has been experiencing more frequent and intense flooding events in recent years, particularly during the monsoon season. Climate change exacerbates these floods through various mechanisms such as increased rainfall intensity, land use changes etc. Keeping the above climate change in view suggest various climate action response to mitigate its effect? (8) CO5

- 5c) Evaluate how initiative like “Chipko Movement” highlights the social & cultural dimension of sustainability? (8) CO5

OR

- 5d) The global furniture retail giant IKEA has appointed IWAY as its supplier. IKEA forcing suppliers to meet certain environmental and humanitarian qualities to work with. IWAY six is the most recent version of IKEA’s supplier code of conduct, which evaluates core worker rights, safety at working place, prevention of child labour. (8) CO5

Evaluate how IKEA is achieving sustainable goals through above initiative?

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