



Name:

Enrolment No:

UPES

End Semester Examination, December 2023

Course: Green Strategy and Social Compliance

Program: MBA-IB

Course Code: INTB8006

Semester : III

Time : 03 hrs.

Max. Marks: 100

Instructions: Mobile Phones, Smart Watches, Earbuds, Books, Notes are strictly not allowed. It's a closed book examination.

Section A: All questions are compulsory.

Section B: All questions are compulsory.

Section C: Q1 & Q2 are compulsory. Q3 has internal choice, attempt anyone.

Section D: Q1 is compulsory. Q2 has internal choice, attempt anyone.

SECTION A

10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Fairtrade leads to decent living conditions by providing price protection and additional funds to farmers and workers (True/False)	2	CO1
Q2	Biocapacity and biocapacity deficit/reserve together explain Ecological footprint (True/False)	2	CO1
Q3	Three overlapping economies are. a. The market economy only b. The survival economy only c. The nature's economy only d. All the above	2	CO1
Q4	The greatest threat to sustainable development today is depletion of the world's renewable resources. (True/False)	2	CO1
Q5	Major challenges to sustainability in developed, emerging & survival economies are. a. Pollution b. Depletion c. Poverty	2	CO1

	d. All the above		
Q6	The environmental burden created by human activity is a function of three factors. a. Population b. Affluence c. Technology d. All the above	2	CO2
Q7	BRSR framework encourages companies to integrate sustainable and responsible practices into their operations. (True/False)	2	CO1
Q8	Sustainable Portfolio, if skewed to the right side of the portfolio chart, although highly open and public, runs the risk of being labelled as “Greenwashing” because the underlying plant operations and core technology still causes significant environmental harm (True/False)	2	CO2
Q9	Ecological footprint (EF) is a measure of the demands made by a person or group of people on global natural resources. (True/False)	2	CO2
Q10	Ecological overshoot is one of the following. a) Life-supporting biological resources are being depleted. b) Increasing population c) Fisheries and forests are increasing. d) Agriculture land is not productive.	2	CO2
SECTION B 4Qx5M= 20 Marks			
Q1	ESG disclosures for <i>value chain</i> shall be made by the listed company as per BRSR framework, as part of its Annual Report. For this purpose, value chain shall encompass the top upstream and downstream partners of a listed entity, cumulatively comprising 75% of its purchases / sales (by value) respectively. Explain how value chain of listed company will have to be	5	CO4

	made ESG compliant and how supply chain partners can be aligned with this new disclosure policy.		
Q2	Paul Ehrlich and Barry Commoner made a powerful observation about sustainable development: “The total environmental burden (EB) created by human activity is a function of three factors”. Name the three factors and explain the (EB) concept using the formula. Relate and explain, how stabilizing or reducing (EB) will help in achieving Sustainability.	5	CO3
Q3	Vision of sustainability is needed to guide companies through three stages of environmental strategy! Name and briefly explain the three stages. Using relevant industry example, explain how Product Stewardship is applied to minimize environmental impacts associated with the full life cycle of a product.	5	CO3
Q4	Sustainable portfolio tool is used to find out whether company strategy is consistent with sustainability! Draw the portfolio and assess your company’s capabilities in each four quadrants by answering relevant questions using suggested rating scale.	5	CO4
SECTION-C 3Qx10M=30 Marks			
Q1	Design & develop a simple “Triple Bottom Line” tool. Identify the importance of each aspect of the tool and explain how Unilever shifted its focus towards triple bottom line to compete through sustainability.	10	CO4
Q2	Design & develop a four quadrant “Sustainable Portfolio” for your company. Explain how you interpret - A portfolio skewed to the left side & portfolio skewed to the right side! Is “Greenwashing” really an issue, how can it be addressed to make the portfolio balanced.	10	CO4
Q3	Ecological footprint (EF) has become one of the most widely used measures of humanity’s effect upon the environment (<i>EB</i>). Explain this concept in reference to biocapacity and biocapacity deficit/reserves. How do you interpret following India specific EF data. Do you think population as a deciding factor has a role to play in ecological footprint! Biocapacity per person- 0.4gha Ecological footprint per person- 1.1gha Biocapacity reserves (+)/deficits (-): -0.7gha (OR)	10	CO4
Q3	Using McDonough-Braungart Design protocol, explain how industries must protect and enrich nature’s biological metabolism while maintaining productive technical metabolism for quality use and circulation of technical nutrients. Use this design protocol to differentiate between “Cradle-to-Cradle” and “Cradle-to-Grave” concepts using industry examples.		CO4
SECTION-D 2Qx15M= 30 Marks			

Q1	Value chain depicts nine activities a company engages in while doing business. Design and develop a Value Chain model and apply an Inside-out approach to demonstrate the positive and negative social impact of all these activities. You may use Industry/company examples of your choice!	15	CO4
Q2	<p>Explain BRSR framework! Apply set of nine principles that aim to guide companies in adopting sustainable business practices and reporting them in a transparent and comprehensive manner. Do you think it's a challenge for companies to link and disclose Value Chain activities in their annual reporting as per the framework! Exhibit your understanding by explaining its value chain link!</p> <p style="text-align: center;">(OR)</p>	15	CO4
Q2	<p>“HP to sell refurbished laptops to consumers, businesses in India” PC makes in October 2023 introduced a refurbished laptop initiative in India. The company said it is committed to provide access to affordable technology, and India is the first market where it has launched the refurbished PC initiative, with plans to expand in other regions. HP said it has set a goal to achieve 75% circularity for products and packaging by 2030 and this refurbished program is a step to this goal.</p> <p>Using this HP media announcement, explain and apply the concept of Circularity and Product Stewardship of environmental strategy to thoroughly demonstrate your understanding of these concepts!</p>		CO2