



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2022

Course: Strategies for Sustainability

Semester: IV

Program:

Course Code: STGM8023

Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
1	Which of the following personality traits should a CEO ideally not possess? A) Realistic Optimism B) Machiavellianism C) Trustworthiness D) Learning Agility	[2]	CO1
2	What kinds of strategies do leaders of sustainable businesses adopt? A) Strategies that integrate financial, technological and educational concerns. B) Strategies that focus on the importance of profitability C) Strategies that integrate financial and environmental concerns. D) Strategies that integrate financial, environmental and social concerns.	[2]	CO1
3	Which of the following best describes the triple bottom line approach? A) It measures only a company's financial performance. B) It is a framework that includes people, planet, and profit. C) It is a sustainability metric that measures the company's environmental impact only D) It is a business strategy that focusses on profit and people	[2]	CO1
4	Which of the following is not a strategy for achieving sustainability in business? A) Implementing renewable energy sources.	[2]	CO1

	<p>B) Reducing waste and implementing recycling programs. C) Adopting green supply chain practices. D) Maximizing short-term profits without considering long-term impact.</p>		
5	<p>The economy, competitors, and government regulations that could affect the firm are part of</p> <p>A) Marketing mix B) External Environment C) Competitive Mix D) Internal Environment</p>	[2]	CO1
6	<p>How do sustainable organizations typically approach innovations?</p> <p>A) By coping with existing technologies. B) Through incremental improvements that reduce environmental impact. C) By avoiding changes to the current process. D) Through high-risk investments with uncertain outcomes.</p>	[2]	CO1
7	<p>Which of the following is an example of sustainable practices?</p> <p>A) Maximising resource usage without consideration B) Investing in renewable energy resources C) Only focusing on profit D) Ignoring the social implications of business operations.</p>	[2]	CO1
8	<p>Strategic planning is a process that</p> <p>A) Creates unchangeable plan B) Allows individual department to determine what is best for it, regardless of the rest of the company C) Allows an individual department to create plans independently of other areas of the corporation D) Helps an organization direct its resources to make the most of the opportunities in the marketplace</p>	[2]	CO1
9	<p>Which of the following is a strategy for sustainable sourcing in supply chains?</p> <p>A) Prioritizing suppliers with poor environmental records B) Using non-renewable resources extensively C) Ensuring fair labor practices and ethical sourcing D) Disregarding the origin of raw materials</p>	[2]	CO1
10	<p>Which is a common approach to sustainable packaging in business</p> <p>A) Maximizing single-use plastics B) Incorporating biodegradable materials</p>	[2]	CO1

	C) Using non-recyclable materials D) Minimizing packaging altogether		
SECTION B 4Qx5M= 20 Marks			
Q11	what are the key challenges that organizations face while implementing sustainable practices?	[5]	CO1
Q12	What impact does sustainability-focused education have on shaping future leaders?	[5]	CO4
Q13	What challenges do businesses face when building partnerships for sustainable venturing?	[5]	CO2
Q14	How do emerging technologies such as AI, blockchain, and IoT contribute to sustainability innovation?	[5]	CO3
SECTION-C 3Qx10M=30 Marks			
Q15	Explain the best sustainable business practices and what are the challenges organizations face while implementing them.	[10]	CO4
Q16	Provide examples of innovative technologies or strategies that have significantly contributed to improving the sustainability outcomes of the organization.	[10]	CO2
Q17	Write an example of any company where leadership has successfully embedded sustainability into the organization's culture, resulting in economic, social, and environmental benefits.	[10]	CO3
SECTION-D 2Qx15M= 30 Marks			
Q18	<p>Amazon, the e-commerce giant, has recognized the importance of sustainable packaging and has implemented their Frustration-Free Packaging program. This initiative aims to reduce packaging waste and make it easier for customers to open and recycle packages. Some key features of Amazon's Frustration-Free Packaging include:</p> <ul style="list-style-type: none"> • Using recyclable materials for packaging • Eliminating unnecessary packaging and reducing package size • Designing packaging to be easy to open <p>By implementing this program, Amazon has significantly reduced packaging waste and improved the customer experience. The Frustration-Free Packaging program has also inspired other e-commerce companies to adopt similar sustainable packaging practices</p>	[15]	CO4

	<ol style="list-style-type: none"> 1) Write in your own words and explain how sustainability considerations can influence customer purchasing decisions on e-commerce platforms like Amazon. 2) As per you, how can Amazon continue to innovate and lead in sustainable packaging practices, considering evolving customer expectations and industry trend 		
Q19	<p>What challenges do organizations face when adopting and implementing sustainable technologies, and how can strategic planning, collaboration, and investment overcome these challenges?</p>	[15]	CO4