


Name: Enrolment No:			
<p style="text-align: center;">UPES End Semester Examination, May 2025</p> <p> Course: Sustainability in Business Program: Integrated BCOM MBA Course Code: STGM2011 </p> <p style="text-align: right;"> Semester: IV Time : 03 hrs. Max. Marks: 100 </p>			
Instructions:			
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
1	What is the primary focus of sustainability in business? A. Short-term profits B. Resource exploitation C. Long-term environmental, social, and economic balance D. Product promotion	2	CO1
2	Natural Capitalism views natural resources as: A. Infinite B. Public goods C. Economic liabilities D. Valuable assets that must be preserved	2	
3	Which framework encourages sustainable product design? A. Porter's Five Forces B. Design for Environment (DfE) C. Maslow's Hierarchy D. Balanced Scorecard	2	
4	LCA helps in: A. Reducing employee turnover B. Mapping supply chain costs C. Identifying environmental hotspots in a product's lifecycle D. Reducing advertising costs	2	
5	What links circular economy, cradle-to-cradle, and DfE? A. Focus on post-sale service	2	

	B. Zero-waste, regenerative design approach C. Digital marketing focus D. Minimal regulations		
6	What links circular economy, cradle-to-cradle, and DfE? A. Focus on post-sale service B. Zero-waste, regenerative design approach C. Digital marketing focus D. Minimal regulations	2	
7	Social entrepreneurship differs from traditional entrepreneurship in: A. Its goal is social value creation, not just profit B. Reliance on venture capital C. Avoidance of innovation D. Focus only on environmental factors	2	
8	Stakeholder theory argues that: A. Only shareholders should benefit B. Firms should balance diverse stakeholder interests C. The customer is always right D. CSR is optional	2	
9	Breakthrough change implies: A. Periodic minor improvements B. Disruptive, large-scale transformation C. Temporary pilot projects D. Regular feedback collection	2	
10	Corporate Sustainability Model integrates: A. Market trends and shareholder value B. Governance, ethics, and triple bottom line C. Branding and cost reduction D. HRM and IT systems	2	
SECTION B 4Qx5M= 20 Marks			
11	Discuss the concept of Life Cycle Analysis (LCA) and its role in measuring sustainability success.	05	CO2
12	Differentiate between shareholder and stakeholder perspectives with respect to sustainability in business.	05	
13	Compare incremental and breakthrough changes in the context of sustainability transitions within an organization.	05	
14	Differentiate between ISO 14000 and ISO 26000.	05	

SECTION-C 3Qx10M=30 Marks			
15	<p>“Sustainable venturing is not just good ethics, it’s good business.” Critically examine this statement considering ecopreneurship and ecological economics.</p>	10	CO3
16	A company wants to become carbon neutral by 2030. Design a brief sustainability strategy using SWOT analysis.	10	
17	<p>a) How can Life Cycle Analysis (LCA) be used by companies to reduce their environmental impact and improve product design?</p> <p style="text-align: center;">OR</p> <p>b) Discuss how stakeholder theory enhances the sustainability agenda in today’s corporate world.</p>	10	
SECTION-D 2Qx15M= 30 Marks			
18	<p>Carefully read the article given below and then answer the two subsequent questions in this section.</p> <p><u>Does circularity mean less productivity? Isn’t that bad?</u></p> <p>On a country scale, productivity can mean the difference between good and not-so-good standards of living. For a company, productivity can determine whether it can afford to increase wages for its employees or even if it can continue operating. Stagnating or contracting productivity can signal serious trouble ahead for individuals, organizations, and nations alike.</p> <p>But the truth is plain to see: to reduce the massive waste our societies are currently producing, we must drastically slow emissions-heavy productive activity. In the past, the idea of slowing productivity might have been shocking for both governments and consumer goods companies. How can consumer goods companies survive in a world where customers are buying fewer new things?</p> <p>The clear business potential of circular consumer goods can help answer that question. Consumer goods companies should see circularity as an opportunity, not a threat.</p> <p>Increasing consumer demand for sustainable products is probably the biggest driver of circularity. But other factors will also play a role. These include regulation, technological progress, infrastructure, supply-side activity, and the macroeconomic environment.</p> <p>Some governments are already pushing hard for circularity. Under the European Green Deal, the European Union has adopted the Circular Economy Action Plan (CEAP), which pledges billions of euros to net-zero enablers until 2032. Several European nations have also implemented extended-producer responsibility, presenting significant financial incentives to companies looking to transition to circular business models.</p>	15	CO4

	<p>But regulation, as well as company efforts to lean into more sustainable business models, can be significantly impacted by the macroeconomic environment. An economic downturn, inflation, or geopolitical instability could make organizations more reluctant to invest in circular business models. Equally, a downturn could drive consumers toward secondary markets of upcycled products.</p> <p>Identify a few key challenges faced by a company while integrating the concept of sustainability and circularity in their businesses.</p>		
19	<p>For a consumer goods company, discuss the role of internal and external environmental factors play in driving circularity?</p> <p>OR</p> <p>Government support and regulatory bodies have a massive impact on the industry-wide adoption of circularity. Justify.</p>	15	