

Reg. No. _____

Name _____

A P J ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH TRIMESTER MBA DEGREE EXAMINATION APRIL 2019

OM-T6-13 BUSINESS SUSTAINABILITY

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. State the meaning of Sustainability.
2. What is GHG? State its impact on sustainability.
3. List any four basic features of a green building.
4. State an example of an innovation having a positive effect on sustainability.
5. "The CDM is a cooperative mechanism established under the Kyoto Protocol..." Discuss CDM.
(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. "Earth's climate is now changing faster than at any point in the history of modern civilization, primarily as a result of human activities." What are its effects?
7. "(LCA) is used as a tool to assess the environmental impacts of a product, process or activity." Design a step-by-step framework for the LCA.
8. Explain any five alternate energy resources and their role in building a sustainable future.
9. "The TBL is an accounting framework with three dimensions." Explain.
10. Elaborate on the salient features of ISO 14000.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Green products are those that have less of an impact on the environment or are less detrimental to human health than traditional equivalents. Green products might, typically, be formed or part-formed from recycled components, be manufactured in a more energy-conservative way, be supplied to the market with less packaging, or be manufactured from local materials to reduce the need for transportation and reduce carbon footprints (or all four).
 - a) Design any product of your choice in the category of 'Green Product' (5 marks)
 - b) Indicate the materials used (5 marks)
 - c) The manufacturing process involved (5 marks)
 - d) The strategies adopted to facilitate its marketing (5 marks)