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Department of Research & Development
Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 27/09/2024
Course Code: COM818	Time: 10:00am – 11:30am
Course Name: Green Marketing	Max Marks: 50
Department: School of Commerce & Eco	Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Explain the term 'Green Marketing'.	5 Marks
2	Explain the role of consumers in Green Marketing.	5 Marks
3	What are the challenges of green marketing?	5 Marks
4	What types of products are commonly marketed as green?	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2Qx15M=30M
5	How can companies effectively implement green marketing strategies in their packaging and distribution processes to enhance sustainability	15 Marks
6	What are the key environmental challenges that companies face when implementing green marketing strategies, and how can they effectively address these challenges to maintain authenticity and consumer trust?	15 Marks