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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 07 – 02-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC | **Program**: Ph. D | |
| **Course Code:** COM818 | **Course Name: :** Green Marketing | |
| **Semester**: | **Max Marks**: 100 | **Weightage**:50% |

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| --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **40** | **20** | **10** | **30** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Discuss the challenges of green marketing? | **10Marks** | **M** | **CO1** |
| **2** | Identify the products that are commonly marketed as green? | **10Marks** | **M** | **CO1** |
| **3** | "State at least two benefits that companies may experience by adopting green marketing strategies." | **10Marks** | **M** | **CO2** |
| **4** | Explain the term ‘Green Marketing’. | **10Marks** | **M** | **CO2** |
| **5** | Explain the role of consumers in Green Marketing. | **10Marks** | **M** | **CO3** |
| **6** | "Recall one example of a successful green marketing campaign by a major brand and explain how it promoted sustainability." | **10Marks** | **M** | **CO4** |

**Part B**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | | |
| **7.** | Examine 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? | | **20 Marks** | **M** | | **CO1** |
|  | | | | | | |
| **8.** | Interpret the role that sustainability plays in a company's green marketing efforts. Why is it important for businesses to integrate sustainability into their marketing strategies?" | **20 Marks** | | | **M** | **CO4** |