



PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 10-10-2025

Time: 02.00pm to 03.30pm

School: SOC/SOM-UG	Program: BBA	
Course Code: BBA3083	Course Name: Green Marketing	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	32	18	-	-	-

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 2 marks.

5Q x 2M=10M

1	Define Green Marketing according to AMA.	2 Marks	L1	CO1
2	Explain briefly meaning of green spinning.	2 Marks	L2	CO2
3	List and define Components of the triple bottom line.	2 Marks	L1	CO2
4	What is Green Harvesting	2 Marks	L1	CO2
5	What are the key components of a company's greenhouse gas (GHG) emissions inventory?	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	The evolution of green marketing can be traced through several distinct phases, reflecting a growing consumer awareness and a shift from a reactive, compliance-based approach to a more proactive, integrated, and strategic business model. It's not just about a single marketing campaign; it's a fundamental change in how a company	10 Marks	L2	CO1
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	operates and communicates its values. Classify the Evolution of Green Marketing			
Or				
7.	Mentions types of green marketing and recall any three and list down.	10 Marks	L1	CO 1

8.	List the difference between Marketing and green marketing on the basis of various criteria.	10 Marks	L1	CO 1
Or				
9.	List down the Importance of Green Marketing.	10 Marks	L1	CO 1

10.	Explain the difference between climate performance leadership and general corporate social responsibility (CSR).	10 Marks	L2	CO 2
Or				
11.	A company has just set a goal to reduce its Scope 1 and 2 emissions by 50% by 2030. What are three specific actions a climate leader in that company could take to begin implementing this goal?	10 Marks	L3	CO 2

12.	What the benefits of Benefits of Green Marketing, define them with examples.	10 Marks	L1	CO 1
Or				
13.	Which are the Factors Driving Green Marketing Adoption give examples.	10 Marks	L1	CO 1