



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.

End - Term Examinations - December 2025

Date: 19 / 12/ 2025

Time: 01:00pm - 04:00pm

School: SOC / SOM (UG)	Program: BBA	
Course Code : BBA3083	Course Name: Green Marketing	
Semester: Vth	Max Marks:100	Weightage:50%

CO - Levels	C01	C02	C03	C04
Marks	33	33	34	35

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 2marks.

10Q x 2M=20M

1.	State two objectives of Green Marketing.	2 Marks	L1	C01
2.	List two types of Green Marketing with examples	2 Marks	L1	C01
3.	Classify two legal barriers in Green Marketing.	2 Marks	L2	C02
4.	Interpret the meaning of "Carbon Credit."	2 Marks	L2	C02
5.	Compare between Green Spinning and Green Selling.	2 Marks	L2	C03
6.	Interpret about "E-waste Exchange."	2 Marks	L2	C03
7.	Infer two types of environmental consciousness through example.	2 Marks	L2	C03
8.	Identify three core principles of a Circular Economy.	2 Marks	L3	C04
9.	Apply any two Green Technologies used in manufacturing.	2 Marks	L3	C04
10.	Identify two key provisions of the National Green Tribunal Act, 2010	2 Marks	L3	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	What is the concept of a Green Product? How it contributes to environmental sustainability.	07 Marks	L1	C01
Or				
12.	Recall the basic concept of triple bottom?	07 Marks	L1	C01
13.	Explain the importance of incorporating a green mission into corporate objectives.	07 Marks	L2	C02
Or				
14.	Interpret the risk of "Greenwashing" associated with marketing CCUS.	07 Marks	L2	C02
15.	Outline the importance of environmentalism.	07 Marks	L2	C03
Or				
16.	The Environmental Movement is a broad social and political movement that advocates for the protection of the environment and the sustainable management of resources. Explain briefly Modern focus of sub-movement with example.	07 Marks	L2	C03
17.	Illustrate the policies of Green Marketing and their implications for firms and consumers.	07 Marks	L2	C03
Or				
18.	Green environments contribute to public health beyond mental wellness. Identify benefits of green environment to the society.	07 Marks	L3	C03
19.	Identify the impact of Extended Producer Responsibility (EPR) on e-waste management.	07 Marks	L3	C04
Or				
20.	Identify The relationship between energy consumption and Greenhouse Gas (GHG) emissions is direct and critical to climate action.	07 Marks	L3	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	The four Ps of green marketing are the same as those of traditional marketing, but marketers must use them creatively. How the green marketing mix differ from the conventional marketing mix?	15 Marks	L1	C01
22.	Explain The Core Pillars of Enviropreneurial Marketing.	15 Marks	L2	C02
23.	Interpret challenges and opportunities in implementing Green Marketing in developing countries.	15 Marks	L2	C03
24.	Illustrate types of environmental consciousness through example.	15 Marks	L2	C03
25.	Make use of an innovative Green Marketing campaign for a product of your choice preferable any drinking product.	15 Marks	L3	C04