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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 16/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MBA4025

Course Name: Green Marketing

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

| CO - Levels | CO1 | CO2 |
|-------------|-----|-----|
| Marks | 44 | 26 |

Part A: Answer Following Questions. 15 M

| Qn.No | Questions | M | CO | BT |
|-------|---|---|-----|-----|
| 1 | Understanding the difference between Traditional and Green Marketing helps in analysing modern marketing trends. Determine the major differences between Traditional Marketing and Green Marketing. | 3 | CO1 | BT3 |
| 2 | Demonstrate the importance of green marketing in the present business environment. | 3 | CO1 | BT3 |
| 3 | Each element of the 4Ps contributes to sustainability. Examine the elements of the Green Marketing Mix (4Ps). | 3 | CO1 | BT3 |
| 4 | Criticize the concept of Greenwashing and its impact on consumer trust. | 3 | CO2 | BT4 |
| 5 | Appraise the role of Climate Performance Leadership Index in encouraging environmental transparency among companies. | 3 | CO2 | BT4 |

Part B: Answer Any 1 Following Questions. 10 M

| Qn.No | Questions | M | CO | BT |
|-------|--|----|-----|-----|
| 6 | A personal care company is launching a new eco-friendly shampoo. The product uses plant-based ingredients, comes in refillable aluminium bottles, and is manufactured using renewable energy, the product is safe for any hair type and has proven benefits over chemical based shampoos. Due to sustainable sourcing and packaging, the cost of production has increased by 18% compared to its regular shampoo line. | 10 | CO1 | BT3 |

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| | The company must now decide how to price this green shampoo in a market where conventional shampoos are available at lower prices. Choose an appropriate green pricing strategy for this eco-friendly shampoo. | | | |
| 7 | A large urban laundry and dry-cleaning service provider launched a campaign claiming it is a “100% eco-friendly cleaning service.” The company advertised that it uses green chemicals, saves water, and operates with minimal environmental impact. Its website features images of plants, water droplets, and slogans such as “Cleaning Clothes, Saving the Planet.” The claims made by the company were found to be misleading. Examine the marketing strategy adopted by company to suggest the actions to be taken by them. | 10 | CO1 | BT3 |

Part C: Answer Any 1 Following Questions. 10 M

| Qn.No | Questions | M | CO | BT |
|--------------|--|----------|-----------|-----------|
| 8 | An eco-tourism resort located in Ooty has around 20 rooms and promotes itself as an environmentally responsible destination. The resort emphasizes sustainable practices such as renewable energy usage, waste management, water conservation, organic farming, and active participation in local community development programs. It attracts tourists who are interested in nature-based experiences, wildlife exploration, and responsible travel. Considering its limited capacity and strong focus on sustainability and community involvement. Analyze a suitable Segmentation, Targeting, and Positioning (STP) strategy for the resort. | 10 | CO2 | BT4 |
| 9 | An enviropreneur launches a start-up offering biodegradable and compostable packaging solutions aimed at reducing plastic waste and promoting sustainable business practices. The company supplies eco-friendly alternatives to conventional plastic packaging for industries such as food and beverages, e-commerce, retail, and FMCG. Considering the competitive packaging industry, rising sustainability expectations, and the need to educate customers about environmental benefits. Analyse the most suitable Segmentation, Targeting, and Positioning (STP) strategy the company should adopt to successfully market its eco-friendly packaging products. | 10 | CO2 | BT4 |

Part D: Answer Following Questions. 15 M

| Qn.No | Questions | M | CO | BT |
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| <p>10</p> | <p>Tesla's electric vehicles (EVs) have disrupted the automotive industry with a focus on sustainability, positioning EVs as high-performance, desirable products. The company's brand story emphasizes innovation and environmental responsibility, appealing to eco-conscious and tech-savvy buyers. Tesla's direct-to-consumer sales model, charging infrastructure investments like Superchargers, and features like Autopilot add to the allure of sustainable driving. Transparency about battery tech and safety builds trust, while Elon Musk's leadership drives brand loyalty. Expansion into energy storage (Powerwall) reinforces Tesla's green credentials. Competitors are intensifying EV competition, but Tesla's pricing strategy, regulatory credits, and Gigafactory investments aim to maintain its edge. Range and charging concerns remain barriers, but Tesla's service model and software updates enhance customer experience. The company's focus on autonomous driving aligns with future mobility trends, and its stock price reflects investor confidence. Sustaining innovation and managing competition are key to Tesla's future.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Demonstrate the contribution of Tesla's green selling approach to its market success. 2. Examine the challenges Tesla might face scaling its green selling strategy globally? | <p>15</p> | <p>CO1</p> | <p>BT3</p> |
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