



Even Semester End Term Examination, May / June 2026

Date: 27/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: BBA3083

Course Name: Green Marketing

Semester: Sixth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	36	36	70	38

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	What do you mean by "Green Revolution" in marketing?	2	CO1	BT1
2	Define Sustainable Development.	2	CO1	BT1
3	Interpret "Green Spinning".	2	CO2	BT2
4	Outline the term "Green Harvesting."	2	CO2	BT2
5	Choose model on "Energy-efficient technologies	2	CO3	BT3
6	Classify any two emerging Green Technologies.	2	CO3	BT3
7	Interpret "Eco-branding".	2	CO3	BT2
8	Sustainable production and consumption (SCP) is a holistic approach and is about systemic change. It is built around a few concepts. Identify it.	2	CO4	BT2
9	Identify Two Long-term Changes to Sustainable Production and Consumption.	2	CO4	BT2
10	Apply any two key principles of products with eco-friendly packaging.	2	CO4	BT3

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Interpret the concept of green marketing.	6	CO1	BT2
11.b	Classify cause-oriented and CSR marketing.	10	CO1	BT2

12.a	Explain the factors driving green marketing adoption.	6	CO1	BT2
12.b	Outline the prescribed strategic guide for green marketing planning	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Explain the key focus area included in compliance marketing.	6	CO2	BT2
13.b	Illustrate the impact of greenwashing on consumer trust.	10	CO2	BT2
14.a	Interpret strategy represents a fundamental shift in business operations and green harvesting.	6	CO2	BT2
14.b	Explain the green selling approach and its practices of promoting products with an example.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain briefly, with examples from real life, what environmental consciousness means.	6	CO3	BT2
15.b	Outline the role of organizations in promoting environmental consciousness.	10	CO3	BT2
16.a	Explain "awareness and reporting," one of the components of EPR guidelines.	6	CO3	BT2
16.b	Illustrate the benefits of a green environment for society. Explain any two of them.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Identify three components of the EPR plan guidelines.	6	CO3	BT3
17.b	The Extended Producer Responsibility Plan transforms green marketing from a purely voluntary or promotional effort into a compliance-driven competitive advantage. Illustrate the key components of the EPR plan. Classify any two of them.	10	CO3	BT3
18.a	According to CPCB, identify two key principles of e-waste transportation.	6	CO3	BT3
18.b	E-waste (Waste Electrical and Electronic Equipment - WEEE) is a complex waste stream containing hazardous substances (like lead, mercury, cadmium) and valuable materials (like gold, copper, rare earth elements). Explain the key principles of E-Waste transportation.	10	CO3	BT2

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	The most established green technologies, renewables like solar and wind, are the foundation of decarbonization. For EIs, the goal is not just to use renewable electricity but to use it to create new low-carbon fuels and feedstocks. Identify core renewable sources with examples.	6	CO4	BT3
19.b	Apply ASCI guidelines to regulate environmental advertisements in the automobile industry.	10	CO4	BT3
20.a	Outline a few natural polymer materials that naturally decompose quickly in most environments.	6	CO4	BT2
20.b	Demonstrate how emission compliance and truthful advertising can be integrated into a company's sustainability strategy.	10	CO4	BT3