Roll No										

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Bengaluru

Even Semester End Term Examination, May / June 2026

Date: 27/05/2026 **Time: 01.00 PM - 04.00 PM**

Course Code: MBA4025	**Course Name: Green Marketing**	
Semester: Fourth Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3
Marks	29	44	67

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Demonstrate using example the contribution of Enviropreneur marketers to society.	3	CO1	BT3
2	You are making organic protein powder , prepare a list of 3 green marketing ideas to promote your product.	3	CO1	BT3
3	Evaluate the strategy of Green Harvesting .	3	CO1	BT3
4	A furniture manufacturing company wants to reduce its environmental footprint while distributing its products across India. Anlayze the methods company can adopt in its distribution strategy to make it more environmentally sustainable.	3	CO2	BT4
5	A producer of organic honey approaches you. Identify a suitable promotion strategy for this product.	3	CO2	BT4
6	A company has developed a premium solar-powered backpack that can charge laptops on the go. The product is expensive, stylish, and made from 100% recycled ocean plastic. The marketing team is debating whether to target "Outdoor Adventure Enthusiasts" or "Urban Corporate Professionals. Analyze their strategy.	3	CO2	BT4
7	Examine the G term in the ESG pillar.	3	CO3	BT3
8	Illustrate the impacts of global warming on human life and planet earth.	3	CO3	BT3
9	Determine the factors that have led to the growth of ESG compliances.	3	CO3	BT3

10	There are 17 SDG’S , illustrate in brief the 3 SDG’s that focus on the E pillar	3	CO3	BT3

Part B: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
11	Apply the concept of ESG metrics to a company of your choice and explain how the company can measure its environmental performance.	10	CO3	BT3
12	Examine the impact of Environmental, Social, and Governance (ESG) practices on organizational profitability and employee engagement.	10	CO3	BT3

Part C: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13	An organization wants to strengthen its relationship with employees and society. Apply the concept of ESG metrics to a company of your choice and illustrate the governance indicators that the company could use to measure and evaluate its governance performance.	10	CO3	BT3
14	In section of BRSR report companies are expected to report their performances in section C under nine principles, illustrate those principles that focus on the S pillar.	10	CO3	BT3

Part D: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15	A clothing brand has launched a line of apparel made from recycled plastic bottles. Identify the Integrated Marketing Communication (IMC) strategies the brand can use to create awareness and encourage consumers to choose this sustainable fashion option.	10	CO2	BT4
16	A major household cleaner brand, "Pureit," launches a campaign for its new plant-based refill bottles. Identify a suitable IMC strategy for this company.	10	CO2	BT3

Part E: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17	Illustrate the key benefits a company enjoys when it decides to go green.	10	CO1	BT3
18	You are a consultant for "Blue Post," a regional courier service that currently operates a fleet of 50 diesel-powered vans and uses single-use plastic bubble wrap for all packaging. The company has decided	10	CO1	BT3

	to shift to an eco-friendly business model to reduce its carbon footprint. Produce a simple plan for the company.			

Part F: Answer Following Questions. 30 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
19	ITC Limited and Sustainability Reporting ITC Limited is one of India's leading companies known for its strong focus on sustainability and ESG practices. The company integrates environmental, social, and governance factors into its core business strategy. ITC has achieved the distinction of being carbon positive, water positive, and solid waste recycling positive for several years. Through its sustainability reporting, ITC transparently communicates its performance to stakeholders. The company focuses on environmental value by reducing carbon emissions and conserving natural resources. It promotes social value by supporting rural development and improving farmers' livelihoods. ITC also generates economic value through sustainable business growth and profitability. The company emphasizes human value by creating employment opportunities and enhancing quality of life. Its green marketing strategies highlight eco-friendly products and responsible sourcing practices. ITC complies with environmental laws and adopts advanced technologies to reduce environmental impact. The company's sustainability reports follow global standards, improving credibility and investor confidence. These reports help stakeholders understand the long-term value creation of the company. ITC's approach demonstrates how ESG metrics can guide business decisions effectively. The company's initiatives also enhance brand image and customer trust. Overall, ITC serves as a strong example of how sustainability reporting and green marketing contribute to business success. Q1. Show ITC's sustainability practices in the context of its operations. Q2. Apply sustainability reporting concepts in the context of ITC Limited.	15	CO3	BT3
20	Tesla's Green Innovation and Market Positioning Tesla, Inc. has revolutionized the automobile industry by positioning itself as a leader in sustainable mobility. The company targets environmentally conscious consumers and technology enthusiasts who value innovation and sustainability. Tesla's green marketing strategy is centered on producing value through innovation, particularly in electric vehicles, battery technology, and renewable energy solutions such as solar panels and energy storage systems. Unlike traditional automobile companies, Tesla relies heavily on direct marketing and word-of-mouth promotion, reducing dependence on conventional advertising channels. Its supply chain strategy emphasizes sustainability, including efforts to reduce	15	CO2	BT4

	carbon emissions and improve battery recycling processes. Tesla also demonstrates enviropreneurial marketing by creating entirely new markets for electric mobility and clean energy solutions. Despite its strong sustainability positioning, Tesla faces several challenges. The production of batteries involves environmental concerns related to mining and resource extraction, raising questions about the overall sustainability of its supply chain. Additionally, Tesla's premium pricing strategy limits accessibility in developing markets, creating a gap between sustainability ideals and market reach. Critics also argue that while Tesla promotes a zero-emission future, the full lifecycle environmental impact of its products is not always transparently communicated. Therefore, Tesla must analyze how to balance innovation with sustainability transparency and ensure that its green claims are credible and comprehensive. Q1. Differentiate Tesla's green marketing strategy with reference to innovation, sustainable supply chain, and enviropreneur marketing. (10 Marks) Q2. Analyze the limitations of Tesla's sustainability positioning and their impact on consumer perception. (5 Marks)				