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**PRESIDENCY UNIVERSITY
BENGALURU**

RESEARCH AND DEVELOPMENT

Ph.D. Course Work

Mid-Term Examinations – AUGUST 2024

Even Semester: Ph.D. Course Work

Course Code: COM818

Course Name: Green Marketing

Department: School of Commerce

Date: 13-08-2024

Time: 02.00pm to 03.30pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
 - (ii) *Do not write any matter on the question paper other than roll number.*
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PART A (THOUGHT PROVOKING)

Answer ANY 4 Questions. Each question carries 5 marks. (4Qx 5M= 20M)

Q1. Businesses that engage in green marketing get the rewards of enhanced brand recognition and consumer loyalty in addition to protecting the environment and fostering a more sustainable future. However, this is only the very beginning. Define and mention the concept of green marketing.

(CO: 01) [Remember]

Q2. The activity of marketing and selling environmentally friendly goods and services is known as "green marketing," and its significance is evident to everybody. Green marketing has the potential to improve the planet in a number of ways. Describe the importance of sustainability in business.

(CO: 01) [Understand]

Q3. Given the seriousness of the global warming danger, it is critical that green marketing become the standard rather than the exception or perhaps a passing trend. Recycling of paper, metals, plastics, and other materials in a safe and non-toxic way for the environment needs to become much more standardized and widespread. Interpret Environmental challenges and global trends.

(CO: 02) [Understand]

Q4. The importance of ecological concerns has grown in today's economic environment. Environmental concerns are important to many governments. Environmentally friendly development that is sustainable is a top priority for businesses nowadays. The oil crisis and growing environmental concerns have made consumers increasingly aware of green consumerism. Concerns about the environment have made consumers inclined to buy green items. Describe the role of consumers in green marketing in India. (CO: 02) [Understand]

Q5 Biodegradable materials, cardboard, plant-based polymers, recycled paper, and Styrofoam are replacing traditional packaging materials like plastic. Through the processes of recycling and composting, this closes the loop and supports the development of a circular economy. Explain the Sustainable packaging and distribution in Indian market. (CO: 02) [Understand]

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

Q1. The topic of teaching industries about environmental concerns has received a lot of attention. Products that meet the norms of the Bureau of Indian norms (BIS) and are ecologically friendly are certified with the ECO-MARK. The plan was first put into action in 1991. It helps identify ecologically friendly products on the market and is completely voluntary. The mark applies to food, drugs, chemicals, electronics, paper, lubricating oils, packaging supplies, and other commodities. The ECO-MARK program is run by the Ministry of Environment, Forests, and Climate Change. Construct the challenges in Eco-labeling and certifications in today's business. [CO-2 Create]

Q2. - To become competitive in the market, companies want to grow and make better use of their resources. Businesses are buying out other businesses in order to increase their market share and shareholder value. An essential part of the merger and acquisition process is valuation. A comprehensive valuation process is carried out by analysts and investment professionals to determine the target company's value. Develop the strategies for Sustainable pricing and value proposition consumer market. [CO-2 Create]

Q3. Environmental concerns are becoming more and more significant to manufacturers and product designers. The conventional belief that the costs of ecological burdens should be shared by society as a whole is no longer acceptable as public knowledge of the importance and fragility of an intact biosphere grows steadily. Product design is a synthesis process that takes into account a variety of factors, including cost, performance, safety, manufacturing feasibility, and customer appeal. Nowadays, most things are designed without considering how they will affect the environment as a whole. However, a number of environmental and health laws enacted by Congress do affect the environmental characteristics of products. Formulate and develop green product development and design for better sustainability business. [CO-2 Analze]