

PG Odd Semester (CBCS) Exam., November—2016

BUSINESS ADMINISTRATION

( 1st Semester )

Course No. : MBACC-105

( Environment Management and Corporate  
Social Responsibility )

*Full Marks : 70*  
*Pass Marks : 28*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

Answer **all** questions

1. (a) "CO<sub>2</sub> is the most important greenhouse gas as it is emitted in far larger quantities than other GHGs." Comment. 7
- (b) Present an overview of some of the observed and likely impacts of climate change with special reference to WMO statement on the status of Global climate in 2015. 7
2. (a) What benefits can ISO 14001 bring to a business or organization? 4
- (b) Assess the factors that resulted in the success of Walmart's green strategy. 10

OR

3. (a) Briefly narrate the concepts underlying the Tripple Bottom Line approach. 4
- (b) "ITC limited has done a phenomenal job in recent years to emerge as an example of 'Green Organization.'" Give your views in the light of the above statement to critically examine the environmental initiatives launched by ITC. Ltd. 10
4. (a) Define the term 'disaster'. 2
- (b) Differentiate between disaster and hazard. 5
- (c) Suggest some effective emergency preparedness measures which can be adopted at the time of occurrence of a disaster to mitigate its impact. 7

OR

5. (a) What do you understand by the term 'water pollution'? 4
- (b) Narrate the present status of water resource management in India with special reference to the Government of India's newly launched initiative Namami Gange. 10

6. (a) Why should CSR look beyond the concept of Philanthropy? 4
- (b) How does HUL ensure that business and CSR are not mutually opposed to each other? 10

**OR**

7. (a) Discuss the importance of stakeholder theory in the modern business environment. 4
- (b) “Centre for science and environment made allegation against Coca-Cola in 2003 that it sold products containing unacceptable levels of pesticides and it extracted large amount of ground water and it had polluted water sources.” Critically examine the postconflict CSR-policies initiated by Coca-Cola to regain consumers trust. 10
8. (a) Outline the CSR guidelines applicable to business organizations operating in India as promulgated by the Companies Act, 2013. 4
- (b) Discuss the scope for CSR activities which can be adopted by companies under the policy framework of Companies Act, 2013. 10

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