

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Ph.D. Course Work (Online Examination) September 2021

Subject Name: Emerging trends in sustainable Business research

MM: 75

Subject Code: DRM-EG-04

Time: 03Hours

Email Id of the Examiner: **snisa@jamiahamdard.ac.in**

Email Id of the Assistant Superintendent of Exams: **matloobullahkhan@jamiahamdard.ac.in**

Email Id of Dean: **deanmanagement@jamiahamdard.ac.in**

Note:

1. Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
2. Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
3. An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
4. In Special circumstances the copy may be accepted till 2:00 pm with approval of deputy Superintended of examination and this facility can be availed not more than one time in Ph.D. course work examination
5. If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
6. The attached PDF shall be named as follows –
 - a. Roll No- Full Name-Enrollment Number-Course--Subject Abbreviation (Example: 209334032-Rabia Shaheen-2020-334-032-DRM-101) and students shall also mention the same in subject line of the email & his/her answer copy also.
7. Answer All Questions, each carry equal marks.

Q1: Think of three new types of innovations that are needed to help address ecological and social concerns. Have any ventures been started to commercialize these types of innovations?

Q2: Provide an example of a product or service that adheres to sustainability principles and discuss the four Ps they use in the market. What is working well for them and what would you suggest for them to do to improve?

Q3: Can progress on sustainability be achieved without government? Can it be achieved without businesses? Discuss with help of suitable examples.

Q4: An industrial company with a history of violating its water discharge permit of pollutants decides to "go green." It switches to a biodegradable cleaning detergent for cleaning its offices and starts a paper recycling program for its offices. The cost of the change is minimal to the company. However, the company does not change any of its water discharge practices. The company then commences a marketing campaign of national television and radio ads claiming that it is now a sustainable company. Do you think this is an example of green washing? Why or why not?

Q5: What are some of the pros of considering the stakeholder approach as a sustainability strategy? What are some of the drawbacks of considering the stakeholder approach as a sustainability strategy? Provide some examples of how a small business might integrate the stakeholder approach into its business practices to make it more sustainable.