

Ph.D Foundation Exam 2021

DRM-EG-04

Emerging trends in Sustainable Research

Time: 3 hrs.

M.M. 60

Attempt any five questions. Each questions carry equal marks.

1. Generate a list of possible sustainable new business opportunities that you might be interested in undertaking. What innovations are critical to the success of each of the new business opportunities that you identified?
2. Identify the role model entrepreneur for you. Is there any entrepreneur that you are familiar with who you think of as a role model or as a model that other entrepreneurs should emulate? Describe the entrepreneur and why you think of them as a role model.
3. 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 greenwashing? Why or why not?
4. 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.
5. A washing machine is an expensive device to own. When owned by a family, it might be used ones a day or ones in two days depending on the size and washing behaviour of the family. It is also a large device, occupying precious space in the house. An automatic washing machine needs a constant water supply while a semi-automatic machine can work without constant water supply. An entrepreneur saw this as an opportunity for business in the slums of an Indian city. He converted the back seat of some scooters into mobile washing machine. The motor of the washing machine would run using the scooter engine. The scooter can itself be used to carry the washing machine from one place to another. Anyone interested in washing their clothes can call the entrepreneur. The person interested in washing the clothes uses stored water from his home and detergent of his own choice. The entrepreneur’s expense is the petrol that he spends in coming from his home/ previous place of operation to this place plus the fuel he spends in running the washing machine. If he can optimise on the fuel expenses by optimising his employees’ daily work path, he will be able to make more money. Thus, he approaches people in his community who might be able to help him develop a solution which can help him in better route planning. Is this an example of sustainability? How sustainability is achieved by an entrepreneur in this case? Elaborate your answer.

6. Find two recent examples of businesses using lobbying to try to influence government policy, one successful and one not successful. Describe why one failed and one was successful.
7. Why is it beneficial for government to encourage business innovation to address environmental concerns? What are the different ways government policies can encourage innovation?
8. Some have argued that the purpose of a business is to earn a profit and that is its only goal. Do you agree with that? Discuss what you feel are some pros and cons of a business expanding its focus to consider the effect of its actions on “people” and “planet.”