

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester - II****Paper Code:552115****Subject Name: Sustainability & Governance****Subject Code: MB209****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1. Objectives Type (Very short/ Short Answer, MCQ, One-liners, Fill in the Blank, True/ False)
Attempt all. (CO1/CO2) (10X2=20)

a.	Define the Triple Bottom Line (TBL) approach.
b.	List two Sustainable Development Goals (SDGs) highly relevant to business operations.
c.	Fill in the blank: _____ is the practice of making misleading or unsubstantiated claims about the environmental benefits of a product.
d.	True/False: "Social sustainability focuses exclusively on corporate profitability and economic resilience."
e.	Define Corporate Governance.
f.	Explain the concept of a 'circular economy'.
g.	Identify two key drivers of supply chain performance.
h.	What does BRSR stand for in the context of sustainability reporting?
i.	Explain 'inclusive growth' within economic sustainability.
j.	Interpret the meaning of 'carbon neutrality'.

Q.2. Short notes / Short Answer Type (Attempt any five out of Seven) (CO3/CO4) (5X4=20)

a.	Apply the Triple Bottom Line framework to evaluate a modern e-commerce company.
b.	Develop a community engagement strategy to improve social sustainability for a textile firm.
c.	Outline the key differences between the GRI and SASB reporting frameworks.
d.	Plan a sustainable sourcing strategy that positively impacts a company's ESG metrics.
e.	Examine the role of business ethics in maintaining effective corporate governance.
f.	List the main decision phases and factors affecting supply chain network design.
g.	Discover how artificial intelligence (AI) can be utilized to track and achieve net-zero goals.

Q.3. Structured Question (Attempt any three out of four) (CO5) (3x10=30)

a.	Analyze the environmental, social, and economic dimensions of sustainability for a multinational fast-fashion retailer.
b.	Analyze the 'bullwhip effect' in supply chain coordination and discuss how improved information sharing enhances sustainable practices.
c.	Compare and contrast traditional linear economy models with the circular economy, highlighting the strategic business benefits of the latter.
d.	Evaluate the implications of greenwashing on corporate reputation and investor relations using a hypothetical real-life boardroom scenario.

Q.4. Long Answer / Essay type (Attempt any two out of three) (CO6) (2x15=30)

a.	Justify the integration of digital governance and regulatory tech in ensuring a corporation's compliance with global climate change policies.
b.	"Formulate a new corporate governance matrix for a multinational FMCG company operating in emerging markets. Your matrix must synthesize the UN Sustainable Development Goals (specifically SDGs 12 and 13) with the regulatory expectations emerging from the loss and damage fund established at COP27. Propose how the Board of Directors should restructure their internal auditing processes to prevent greenwashing while maintaining profitability in price-sensitive markets."
c.	Case: "EcoLogistics Inc. is a global logistics provider facing pressure from stakeholders to reduce its carbon footprint. While they have invested heavily in green facilities, their transportation network is highly fragmented and inefficient, leading to high fuel consumption and poor ESG ratings." Questions: a) Explain the specific drivers of supply chain performance that are negatively impacting EcoLogistics. b) Suggest a network design and transportation strategy to optimize routes and reduce emissions. c) Explain how the board of directors can integrate carbon neutrality goals into the overall corporate governance model
