

2025

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-504-CC 12-M

(Green Marketing and Sustainable Branding)

Full Marks : 75

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer *any ten* questions :

2×10

- (a) Define Eco Design.
- (b) Explain key elements of green marketing.
- (c) What do you understand by sustainability?
- (d) Explain any two strategies of green marketing in context of small business enterprises.
- (e) What do you understand by environmentalism?
- (f) Explain any two principles of environmental sustainability.
- (g) Explain the drivers of green marketing.
- (h) Explain the role of corporate image in context of green marketing.
- (i) Enumerate the cognitive factors that influence green purchase intentions.
- (j) Explain the concept of corporate social responsibility.
- (k) What is Upcycle in Green Marketing?
- (l) What is the role of segmentation in green marketing?
- (m) Why consumer perception is important to promote green products?
- (n) What is green brand?
- (o) Define E-Waste.

Group - B

2. Answer *any five* questions :

5×5

- (a) Enumerate the components of green marketing.
- (b) Explain the concept of Triple Bottom Line in the context of green marketing.
- (c) State Eco-Labeling with suitable example.

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- (d) Explain various types of green market segmentation with their characteristics.
- (e) Briefly enumerate the 4p's of green marketing.
- (f) What are the factors affecting Green Purchase Behaviour?
- (g) Explain any two cognitive factors that influence green purchase intention.
- (h) What do you understand by green consumer behaviour in context of green marketing?

Group - C

Answer *any three* questions.

- 3. Explain the concept of green consumers in terms of values and attitudes. 10
 - 4. Explain Product Life Cycle assessment along with its benefits. 10
 - 5. Enumerate the core principles of Green Product Development and explain the stages of Sustainable Green Product Development. 10
 - 6. Explain the concept of sustainable branding. Explain the characteristics of a sustainable brand. 10
 - 7. Write short notes on (*any two*) : 5×2
 - (a) Reverse Logistics
 - (b) The Triple Bottom Line
 - (c) Market Segmentation of Green Marketing
 - (d) Sustainable Development.
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