

# National Testing Agency

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## Strategy and the Sustainable Enterprise

**Group Number :** 1  
**Group Id :** 709597309  
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## Strategy and the Sustainable Enterprise

**Section Id :** 709597398  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional:** Mandatory  
**Number of Questions:** 75  
**Number of Questions to be attempted:** 75  
**Section Marks:** 75  
**Display Number Panel:** Yes  
**Group All Questions:** No

**Sub-Section Number:** 1  
**Sub-Section Id:** 709597498  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 70959728172 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

What is the commonly accepted definition of “sustainable development”?

- a) Development that meets the needs of the present.
- b) Development that respects strict environmental and social criteria in order to protect the planet and the people in the long run.
- c) Development that allows all the actors in society to have a better future.
- d) Development that meets the needs of the present without compromising the ability of the future generations to meet their own needs.

Question Number : 2 Question Id : 70959728173 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In "the tragedy of the commons", Gareth Hardin argues that...

- a) The elites of the society have the propensity to act in self interest, compromising the optimal solutions at the societal level and thus leading to prisoner's dilemma.
- b) Individuals tend to cooperate to find a solution that is fit for all.
- c) Individuals have the propensity to act in self interest, compromising the optimal solutions at the societal level and thus leading to prisoner's dilemma.
- d) While individuals in a society cooperate at the societal level, an optimal solution is never found.

Question Number : 3 Question Id : 70959728174 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The term ----- has become an oxymoron: Economic development itself is undermining.....the very roots of sustainability.

- a) Equitable development.
- b) Sustainable development
- c) Development
- d) Socioeconomic development

Question Number : 4 Question Id : 70959728175 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why can businesses be called the root of the problem of unsustainability?

- a) Businesses drive unlimited consumption.
- b) Businesses always follow environmental laws and regulations for profit.
- c) All businesses protect forest areas, safeguard water bodies, and build sustainably.
- d) Businesses always knowingly cause unsustainability.

Question Number : 5 Question Id : 70959728176 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sustainable development takes an anthropocentric view to development and focuses almost exclusively on intergenerational equity. True or false?

- a) True
- b) False

Question Number : 6 Question Id : 70959728177 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the four trends that have influenced the world?

- a) The changing states of market, climate, technology, and society.
- b) The changing states of market, trade, technology, and society.
- c) The changing states of market, climate, trade, and society.
- d) The changing states of market, climate, technology, and trade.

Question Number : 7 Question Id : 70959728178 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Foreign Direct Investment (FDI) flows to countries with opportunities, often without consideration to ethical or equity concerns. True or False.

- a) True
- b) False

Question Number : 8 Question Id : 70959728179 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which factor, according to you, would put a great strain on earth's resources should we reach 9 billion by 2050.

- a) The very fact that the world is overpopulated will create an enormous strain on earth.
- b) The fact that the population in the lower-middle and lower income countries will be consuming more as they become more affluent.
- c) The fact that there will be more poor people on earth.
- d) The fact that people will be travelling more and there will be more migration.

Question Number : 9 Question Id : 70959728180 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the planetary boundaries estimated by the Stockholm Resilience Centre?

- a) Stratospheric ozone depletion
- b) Ocean depth
- c) Climate control
- d) Water wastage

Question Number : 10 Question Id : 70959728181 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the impact of global media on corporations?

- a) Corporations are less accountable.
- b) Corporations are heavily scrutinized for their actions.
- c) Corporations use global media to connect with the general public.
- d) Global media has no impact on corporations.

Question Number : 11 Question Id : 70959728182 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How will 3D printing in manufacturing impact the environment ?

- a) It will create more pollution.
- b) It will create less pollution.
- c) By changing the value chain configuration, environmental impact will be different.
- d) 3D printing will not have an environmental impact.



Question Number : 12 Question Id : 70959728183 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As societies change and the consumers become more socially and environmentally conscious, firms should...

- a) Ignore public opinion and conduct business as well.
- b) Work with the media to mobilise public opinion for them.
- c) Take heed of the public opinion.
- d) Work with the government and ignore the public opinion.

Question Number : 13 Question Id : 70959728184 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

We are now at a tipping point because...

- a) Markets are evolving in a paradoxical manner; corporations are becoming stronger than ever; technology is advancing at a rapid pace; civil society is becoming weaker.
- b) Markets are evolving in a paradoxical manner; earth's ecosystem is stretched; technology is advancing at a rapid pace; civil society is becoming stronger.
- c) Markets are evolving in a paradoxical manner; earth's ecosystem is stretched; technology is advancing at a rapid pace; civil society is becoming weaker.
- d) Markets are evolving in a paradoxical manner; earth's ecosystem is stretched; technology is advancing slowly; civil society is becoming weaker.

Question Number : 14 Question Id : 70959728185 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

These days, there is a lot of resistance against plastic microbeads in cosmetic products that damage the environment. A cosmetics company sells its facial scrub without plastic microbeads; instead it uses natural microbeads sourced sustainably from Kenya. The cosmetics company sells this sustainable facial scrub at a higher price point. In doing so, the firm is...

- a) Entering a new market.
- b) Selling similar products as that of its competitors at a higher price point.
- c) Creating differentiation advantages and gaining higher pricing power.
- d) It is creating a competitive disadvantage.

Question Number : 15 Question Id : 70959728186 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Conventional businesses tend to ---- environmental costs.

- a) Mitigate
- b) Increase
- c) Hide or ignore
- d) Moderate

Question Number : 16 Question Id : 70959728187 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How does Freeman describe stakeholders?

- a) Stakeholders are similar to shareholders, but with less power and influence.
- b) Stakeholders are people with little power, and but they can disrupt the corporate agenda through activism.
- c) Stakeholders are people with power and influence but little interest in the corporate action.
- d) Stakeholders are people with power and influence as well as interest in the corporate action.

Question Number : 17 Question Id : 70959728188 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who, among them, are internal stakeholders of an organization?

- a) Suppliers
- b) Managers
- c) Customers
- d) Employees
- e) All of the above

Question Number : 18 Question Id : 70959728189 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Milton Friedman, the renowned economist, was of the opinion that...

- a) The fundamental purpose of an organization is to create value for its stakeholders.
- b) The fundamental purpose of an organization is to create value for both its shareholders and its stakeholders.
- c) The fundamental purpose of an organization is to create value for the human race.
- d) The fundamental purpose of an organization is to create value for its shareholders.

Question Number : 19 Question Id : 70959728190 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Multiple stakeholders have similar expectations from an organization. True or false?

- a) True
- b) False

Question Number : 20 Question Id : 70959728191 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How, according to you, do the stakeholders and the shareholders differ?

- a) While stakeholders are interested only in stock price appreciation, shareholders are also interested in firm performance other than stock price appreciation.
- b) While shareholders are interested only in stock price appreciation, stakeholders are also interested in firm performance other than stock price appreciation.
- c) There is no difference in the expectations of the two

Question Number : 21 Question Id : 70959728192 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What strategy should you adopt for the “latent” stakeholders?

- a) Keep satisfied.
- b) Closely manage.
- c) Monitor.
- d) Keep informed.

Question Number : 22 Question Id : 70959728193 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under the potential for threat/cooperation framework, what strategy should you adopt for the “dominant” stakeholders?

- a) Involve/exploit
- b) Hold & monitor
- c) Collaborate
- d) Defend

Question Number : 23 Question Id : 70959728194 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who are the “marginal” stakeholders?

- a) Those with high power and high interest.
- b) Those with low power and high interest.
- c) Those with low power and low interest.
- d) Those with high power and low interest.

Question Number : 24 Question Id : 70959728195 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What do you call those stakeholders who have low power and high interest?

- a) Observers
- b) Dominants
- c) Latents
- d) Marginals

Question Number : 25 Question Id : 70959728196 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Non-market stakeholders are those who usually engage in direct economic exchange with the firms. True or false?

- a) True
- b) False

Question Number : 26 Question Id : 70959728197 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



Who, among the following, are non-market stakeholders? Multiples answers correct.

- a) Stockholders
- b) Communities
- c) Customers
- d) Employees

Question Number : 27 Question Id : 70959728198 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which, between the following, would you say is a more proactive non-market strategy for a company?

- a) After being challenged by an NGO, a company resorts to reactive strategies, by engaging the NGO legally and using public relations to discredit the claims made by the NGO.
- b) After being challenged by an NGO, the company takes the issues raised by the NGO seriously and makes a genuine effort to work together to find a solution.
- c) None of the above

Question Number : 28 Question Id : 70959728199 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Anne Lawrence's framework, how should a firm respond to a conflict situation with non-market stakeholders in which the firm has high power and has to proceed with the project urgently?

- a) It should retreat.
- b) It should wage a fight.
- c) It should work with the stakeholders in order to seek a common ground.
- d) It should wait.

Question Number : 29 Question Id : 70959728200 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A powerful mining company wants to relocate an indigenous community who are not happy to leave their ancestral land. The indigenous community has the power to take the issue to the court that can stop the relocation. On the other hand, it is urgent that the project moves forward quickly. How do you think the company should engage with the indigenous community?

- a) It should wage a fight.
- b) It should work with the indigenous community in order to seek a common ground.
- c) It should retreat.
- d) It should wait.

Question Number : 30 Question Id : 70959728201 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the four I's in Baron's non-market environment analysis of firm/industry?

- a) Issues; interests; institutions; information
- b) Issues; intelligence; institutions; information
- c) Institutions; International reputation; information; issues
- d) Information; interdependence; institutions; issues

Question Number : 31 Question Id : 70959728202 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the six components of (ia)^3 framework? Tick all the correct options.

- a) Arena, Activism, Assets, Insights, Issues, Information
- b) Affirmative action, Actors, Assets, Interests, Issues, Information
- c) Arena, Actors, Assets, Interests, Issues, Information
- d) Area, Actors, Assets, Identification, Issues, Intuition

Question Number : 32 Question Id : 70959728203 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In case of information asymmetry with the stakeholders, what should the firm do?

- a) It should use the information asymmetry to its advantage.
- b) It should educate the stakeholders.
- c) It should create more information asymmetry.
- d) It should ignore the stakeholders.

Question Number : 33 Question Id : 70959728204 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Risks are events that may threaten a company's \_\_\_\_\_

- a) Short-term profitability and Long-term viability
- b) Hiring process
- c) Operations

Question Number : 34 Question Id : 70959728205 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sustainability or environmental risks eventually manifest in one of the five categories or risk. True or false?

- a) True
- b) False

Sub-Section Number:	2
Sub-Section Id:	709597499
Question Shuffling Allowed :	Yes

Question Number : 35 Question Id : 70959728206 Question Type : MSQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



What are the five dimensions of risk? Choose all the correct options.

- a) Predictability
- b) Frequency
- c) Consequence
- d) Preventability
- e) Input
- f) Source
- g) Noticeability
- h) Scope

Question Number : 36 Question Id : 70959728207 Question Type : MSQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Multinational companies these days are often battling with local communities on water rights and use. The risks these companies might be exposed to are...

- a) Change in government regulatory policies with policies becoming unfavourable for the company.
- b) Reputational risk leading to mass boycott of the company's products.
- c) Lawsuit(s) filed by the communities.
- d) Risk incurred from a different product division of the company.

Sub-Section Number:	3
Sub-Section Id:	709597500
Question Shuffling Allowed :	Yes

Question Number : 37 Question Id : 70959728208 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In defining a business, what choices does a firm make?

- a) Choices regarding markets, inputs, and technologies.
- b) Choices regarding products, inputs, and markets.
- c) Choices regarding products, markets, and technologies.
- d) Choices regarding products, markets, and inputs.

Question Number : 38 Question Id : 70959728209 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Businesses and stakeholders can disagree on the severity of risks because...

- a) Businesses tend to downplay risks.
- b) Stakeholders tend to blow risks out of proportion.
- c) There can be information asymmetry between the businesses and the stakeholders.
- d) Stakeholders can get influenced by other actors.

Question Number : 39 Question Id : 70959728210 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When doing a risk analysis, businesses tend to take into account the stakeholder perception of the risks. True or false?

- a) True
- b) False

Question Number : 40 Question Id : 70959728211 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The two externally determined variables that contribute to a firm's risk profile are...

- a) Regulation and competition.
- b) Regulation and stakeholder action.
- c) Competition and stakeholder action.
- d) Regulation and local culture.

Question Number : 41 Question Id : 70959728212 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A company that sells plastic chairs has decided to ride the sustainability wave and sell rattan chairs that are more environment-friendly. It is selling rattan chairs with the label "eco-friendly" and at a higher price point compared to the plastic chairs. In doing so, the company is trying to...

- a) Make the value chain of the rattan chairs more efficient
- b) Create a loyal clientele for the rattan chairs
- c) Capture the price premium of the sustainable rattan chairs
- d) Create a new market for rattan chairs

Sub-Section Number:	4
Sub-Section Id:	709597501
Question Shuffling Allowed :	Yes

Question Number : 42 Question Id : 70959728213 Question Type : MSQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How do firms normally start their sustainability transformation process?

- a) They start by taking a highly proactive stance and make a conscious effort to move to sustainable practices.
- b) They bring about organizational transformation that is consistent with the paradigm of sustainable development.
- c) They start by taking a highly reactive state that is mostly based on denial, issue avoidance, or grudging acceptance of sustainability measures being undertaken.
- d) They follow a strategy that is a mix of proactive and reactive measures – depending on the severity of the issues.

Sub-Section Number:	5
Sub-Section Id:	709597502
Question Shuffling Allowed :	Yes

Question Number : 43 Question Id : 70959728214 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Identify the positive externality of a firm that does not dump chemicals in the local river, thus keeping it clean.

- a) The fishing businesses witness profit because of healthy fishes in the river.
- b) Riverside properties increase in value.
- c) Residents of the town gather around the river for a swim in summer, further boosting businesses.
- d) Other businesses start dumping chemicals into the river.

Question Number : 44 Question Id : 70959728215 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How is environmental attractiveness measured?

- a) It is measured based on negative externalities.
- b) It is measured based on positive externalities.
- c) It is measured based on the firm internalities.
- d) It is measured based on both negative and positive externalities.

Question Number : 45 Question Id : 70959728216 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A product is deemed to have low market attractiveness and high environmental attractiveness under the environment strategy matrix. What should be the strategy adopted for this product?

- a) Protect leadership.
- b) Build selectively.
- c) Invest selectively.
- d) Protect and refocus.

Question Number : 46 Question Id : 70959728217 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A product is deemed to have high market attractiveness and low environmental attractiveness under the environment strategy matrix. What should be the strategy adopted for this product?

- a) Improve or quit.
- b) Build selectively.
- c) Invest selectively.
- d) Divest.

Question Number : 47 Question Id : 70959728218 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the lecture above, how does the Indian agro-chemicals company envision its products becoming highly attractive to the market as well as highly environment-friendly?

- a) It plans to produce environment-friendly version of its existing products.
- b) It plans to move into a business different than the existing one.
- c) It plans to produce new products and services that are environment friendly as well as highly attractive to the market.
- d) It plans to repackage its existing products and call them "environment friendly".



Question Number : 48 Question Id : 70959728219 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is a lean system of operations?

- a) A lean system is in which waste is reduced and possibly eliminated.
- b) A lean system is in which quality is reduced
- c) A lean system is in which more time is consumed.
- d) A lean system is in which cost is reduced but as an effect quality is also reduced.

Question Number : 49 Question Id : 70959728220 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is lifecycle assessment?

- a) The method of integrating eco-design while designing a product.
- b) Estimating the impact of every input and output during the lifecycle of a product.
- c) Estimating the impact of every input during the lifecycle of a product.
- d) Estimating the impact of every output during the lifecycle of a product.

Question Number : 50 Question Id : 70959728221 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the cradle-to-grave approach to LCA (Life Cycle Assessment) ?

- a) It measures impacts from extraction to the recycling of the product.
- b) It measures impacts from extraction to the manufacturing of the product.
- c) It measures impacts from the manufacturing to the final disposal of the product.
- d) It measures impacts from the extraction to the final disposal of the product.

Question Number : 51 Question Id : 70959728222 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why is the cradle-to-cradle approach to LCA (Life Cycle Assessment) also known as the close looped production system?

- a) Because it measures the impacts from the manufacturing to the recycling of the product.
- b) Because it measures the impacts from the extraction to the final disposal of the product.
- c) Because it measures the impacts from the extraction to the recycling of the product.
- d) Because it measures the impacts from the extraction to the manufacturing of the product.

Question Number : 52 Question Id : 70959728223 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Identify the closed-loop production system among the following.

- a) Cradle-to-grave approach.
- b) Cradle-to-gate approach.
- c) Gate-to-gate approach.
- d) Cradle-to-cradle approach.

Question Number : 53 Question Id : 70959728224 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

At the product level, ecological footprint examines \_\_\_\_

- a) The resources used as inputs.
- b) The resources consumed in the organization while making an intermediate product.
- c) The resources consumed to deliver the final product.
- d) The resources used to deliver the final product minus the intermediate products.

Question Number : 54 Question Id : 70959728225 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the words of McDonough and Braungart, "Nature, though highly industrious, astonishingly productive and creative, and even wasteful is not (dash) but effective."

- a) Ineffective
- b) Unproductive
- c) Effectual
- d) Efficient

Question Number : 55 Question Id : 70959728226 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The assumption with the linear supply chain model is that...

- a) The is finite amount of natural resources.
- b) Industries produce resources they cannot acquire from nature.
- c) Industries are inherently efficient in recycling.
- d) There is inexhaustible amount of natural resources.

Question Number : 56 Question Id : 70959728227 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is eco-design?

- a) It is making a product or service more eco-efficient with fundamentally changing its form or function.
- b) It is making a product or service more eco-efficient without fundamentally changing its form or function.
- c) It is substituting a product or a service with a more eco-efficient product or service.
- d) It is incrementally improving a product or a service to become eco-efficient.

Question Number : 57 Question Id : 70959728228 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why do you think human behaviour is important when redesigning the production-consumption cycle to be more sustainable?

- a) Because consumer change decisions quickly.
- b) Because consumer are not rational decision makers always .
- c) Because consumers might not be interested in partaking in the sustainable production-consumption cycle.
- d) Because consumers will always purchase the cheapest options.

Question Number : 58 Question Id : 70959728229 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which ISO series of standards are related to sustainability?

- a) ISO 9000
- b) ISO 9100
- c) ISO 14000
- d) ISO 2000

Question Number : 59 Question Id : 70959728230 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why is it that MNCs have traditionally overlooked the consumers at the bottom of the pyramid?

- a) There is too much risk involved.
- b) The assumption that the bottom tier is not a viable market.
- c) The assumption that revenue generated will be less at the bottom tier.
- d) Due to government regulations.

Question Number : 60 Question Id : 70959728231 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Poverty premium is the higher price one pays for goods and services because of not having access to the best deals.

- a) True
- b) False

Question Number : 61 Question Id : 70959728232 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How much did CK Prahalad and Stuart Hart estimate the opportunity of serving the poorest bottom of the pyramid to be?

- a) 13 billion USD.
- b) 10 billion USD.
- c) 12 trillion USD.
- d) 13 trillion USD.

Question Number : 62 Question Id : 70959728233 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Markets at the bottom of the pyramid have high entry barrier. True or false?

- a) True
- b) False

Question Number : 63 Question Id : 70959728234 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



How can BOP models leave the consumers better off?

- a) They can induce entrepreneurship.
- b) They can lower the poverty premium.
- c) They can help in social mobility.
- d) They can improve the well-being of the consumers.

Question Number : 64 Question Id : 70959728235 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following are some examples of the social aspects of sustainability?

- a) Climate change mitigation; abolishing child labour; upholding human rights.
- b) Poverty reduction; climate change adaptation; upholding human rights.
- c) Climate change mitigation; poverty reduction; abolishing child labour.
- d) Abolishing child labour; upholding human rights; promoting diversity and gender equality.

Question Number : 65 Question Id : 70959728236 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the dimensions of a truly meaningful BoP model?

- a) It should meet the basic needs; it should create access; the model should be viable in the short and the long run.
- b) It should meet all needs; it should create access; the model should be viable in the short and the long run.
- c) It should meet the basic needs; it should create access; the model should be viable in the short run.
- d) It should meet the basic needs; it should create access; the model should be viable in the long run.

Question Number : 66 Question Id : 70959728237 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of these phenomena is having a big impact on the way businesses are having to change?

- a) Nothing has changed
- b) Governments are independent from corporations
- c) Governments have become smaller, corporations have become larger, and corporations have started acting like governments.
- d) Only governments appeal to BoP markets

Question Number : 67 Question Id : 70959728238 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why is it feared that our human ecological footprint will increase?

- a) Because population, affluence and technology are increasing
- b) Because technology and affluence are not increasing as fast as population
- c) Because population and technology are increasing but affluence is not keeping pace
- d) Because population and affluence are increasing but technology is not keeping pace

Question Number : 68 Question Id : 70959728239 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What does the fact that we have reached a 'tipping point' imply for businesses?

- a) Managers are being required to incorporate new factors such as environmental ethics in their decision making process
- b) Managers need to keep making choices with the same set of traditional criteria in order to avoid making mistakes
- c) Managers should focus on the profitability of their firms even more in order to protect them from the external environment
- d) It would be unsafe for managers to rethink their current decision making processes

Question Number : 69 Question Id : 70959728240 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What do we refer to as the 'social licence to operate'?

- a) The legal approval that is given to a firm to target customers in its vicinity
- b) The explicit approval that the society gives to a firm to operate in its vicinity
- c) The tacit approval that the society gives to a firm to operate in its vicinity
- d) The certification that is given to a firm that employs people in an ethical manner

Question Number : 70 Question Id : 70959728241 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What do we refer to as the Triple Bottom Line?

- a) The economic, social and reputational performances of the firm
- b) The economic, social and environmental performances of the firm
- c) The social, environmental and reputational performances of the firm
- d) The economic, environmental and reporting performances of the firm

Question Number : 71 Question Id : 70959728242 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which trend have we been referring to as the 'challenge of the triple bottom line'?

- a) While business revenues have grown, investments in social and natural capitals have not had any impact
- b) While social and natural capitals have grown, business revenues have not increased
- c) While business revenues have grown, social and natural capitals have got destroyed
- d) While social and natural capitals have remained constant, business revenues have increased

Question Number : 72 Question Id : 70959728243 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What does the expression 'tragedy of the commons' refer to?

- a) The fact that individuals are usually not concerned by sustainability matters
- b) The propensity of individuals to act in their self interest, which often harms society (shared resources are overused)
- c) The fact that companies often have to pay too much for the resources that they want to exploit
- d) The propensity of individuals to behave like society expects them to

Question Number : 73 Question Id : 70959728244 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



When does a stakeholder have power in relation to the firm?

- a) When the firm is the only customer of this stakeholder
- b) When it possesses assets that the firm has already bought
- c) When the firm is facing legal pursuits
- d) When it possesses valued resources that the firm requires

**Question Number : 74 Question Id : 70959728245 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following statements is incorrect?

- a) Various stakeholders make multiple and even contradictory demands on the firm.
- b) A firm can not ignore stakeholder expectations even if they are not powerful at the moment.
- c) A Stakeholder can influence the social legitimacy of the firm.
- d) Stakeholder management benefits companies by way of better reputation, reduced risk or benefits in cost, time and closure.
- e) Stockholders are not stakeholders.

**Question Number : 75 Question Id : 70959728246 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A broad approach to management of risks would be to identify each risk and manage as following:

- a) Eliminate/Reduce/Transfer/Accept and Manage
- b) Ignore/Eliminate/Reduce/Transfer
- c) Eliminate/Negotiate/Reduce/Transfer
- d) Ignore/Reduce/Transfer/Accept and Manage