National Testing Agency

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Strategy and the Sustainable Enterprise

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Strategy and the Sustainable Enterprise-1

Section Id :	603489317
Section Number :	1

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Number of Questions: 50

Number of Questions to be attempted: 50

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Enable Mark as Answered Mark for Review and

Clear Response:

Yes

Sub-Section Number: 1

Sub-Section Id: 603489555

Question Shuffling Allowed : Yes

Question Number: 1 Question Id: 60348915384 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

The cradle-to-cradle approach to LCA is also known as the close looped production system because if measures the impact from

- 1. Manufacturing to the recycling of the product
- 2. Extraction to the final disposal of the product
- 3. Extraction to the recycling of the product
- 4. Extraction to the manufacturing of the product

Options:

60348957857. 1

60348957858. 2

60348957859.3

60348957860.4

Question Number: 2 Question Id: 60348915385 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

Identify the closed-loop production system among the following:

- 1. Cradle-to-grave approach
- 2. Cradle-to-gate approach
- 3. Cradle-design approach
- 4. Cradle-to-cradle approach

Options:
60348957861. 1
60348957862. 2
60348957863. 3
60348957864. 4
Question Number : 3 Question Id : 60348915386 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0
At the product level, ecological footprint examines the resources
 used as inputs consumed in the organization while making an intermediate product consumed to deliver the final product used to deliver the final product minus the intermediate products
Options:
60348957865. 1
60348957866. 2
60348957867. 3
60348957868. 4
Question Number : 4 Question Id : 60348915387 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0
In the words of McDonough and Braungart, "Nature—highly industrious, astonishingly productive, extravagant even—is not efficient but "
1. Ineffective
Unproductive Effectual
4. Effective
Options:

60348957869.1

60348957870.2

60348957871.3

60348957872.4

Question Number: 5 Question Id: 60348915388 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

The assumption with the linear supply chain model is that:

- 1. Natural resources are finite.
- 2. Industries produce resources they cannot acquire from nature
- 3. Industries are inherently efficient in recycling
- 4. There is inexhaustible amount of natural resources

Options:

60348957873.1

60348957874. 2

60348957875.3

60348957876.4

Question Number: 6 Question Id: 60348915389 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

What is eco-design?

- It is making a product or service more eco-efficient, which fundamentally changes its form or function
- 2. It is making a product or service more eco-efficient without fundamentally changing its form or function
- 3. It is substituting a product or a service with a more eco-efficient product or service
- 4. It is incrementally improving a product or a service to become eco-efficient

Options:

60348957877.1

60348957878.2

60348957879.3

Question Number: 7 Question Id: 60348915390 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. Because consumers can change decisions quickly
- 2. Because consumers are not always rational decision makers
- 3. Because consumers might not be interested in partaking in the sustainable productionconsumption cycle
- 4. Because consumers will always purchase the cheapest options

Options:

60348957881.1

60348957882. 2

60348957883.3

60348957884. 4

Question Number: 8 Question Id: 60348915391 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

Which ISO series of standards are related to sustainability?

- 1.9000
- 2.9100
- 3. 14000
- 4.2000

Options:

60348957885. 1

60348957886.2

60348957887.3

60348957888.4

Question Number: 9 Question Id: 60348915392 Question Type: MCQ Option Shuffling: No Is

Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. There is too much risk involved
- 2. The assumption that the bottom tier is not a viable market
- 3. The assumption that revenue generated will be less at the bottom tier
- 4. Due to government regulations

Options:

60348957889.1

60348957890.2

60348957891.3

60348957892.4

Question Number: 10 Question Id: 60348915393 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

_____ is the higher price the poor pay for goods and services because of not having access to the best deals.

- 1. Poverty premium
- 2. Tax
- 3. Risk allowance
- 4. None of these is correct

Options:

60348957893.1

60348957894. 2

60348957895.3

60348957896.4

Question Number: 11 Question Id: 60348915394 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. 13 billion USD
- 2. 10 billion USD
- 3. 12 trillion USD
- 4. 13 trillion USD

Options:

60348957897.1

60348957898.2

60348957899. 3

60348957900.4

Question Number: 12 Question Id: 60348915395 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. True
- 2. False
- 3. There is no such thing as entry barriers
- 4. None of the options

Options:

60348957901.1

60348957902. 2

60348957903.3

60348957904.4

Question Number: 13 Question Id: 60348915396 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Climate change mitigation; abolishing child labour; upholding human rights
- 2. Poverty reduction; climate change adaptation; upholding human rights
- 3. Climate change mitigation; poverty reduction; abolishing child labour
- 4. Abolishing child labour; upholding human rights; promoting diversity and gender equality

Options:

60348957905.1

60348957906.2

60348957907.3

60348957908.4

Question Number: 14 Question Id: 60348915397 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. Nothing has changed
- 2. Governments are independent from corporations
- Governments have become smaller, corporations have become larger, and corporations have started acting like governments
- 4. Only governments appeal to BoP markets

Options:

60348957909.1

60348957910.2

60348957911.3

60348957912.4

Question Number: 15 Question Id: 60348915398 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Because population, affluence and technology are increasing
- 2. Because technology and affluence are not increasing as fast as population
- 3. Because population and technology are increasing but affluence is not keeping pace
- 4. Because population and affluence are increasing but technology is not keeping pace

Options:

60348957913.1

60348957914.2

60348957915.3

60348957916.4

Question Number: 16 Question Id: 60348915399 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

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

Options:

60348957917.1

60348957918. 2

60348957919.3

60348957920.4

Question Number: 17 Question Id: 60348915400 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. The legal approval that is given to a firm to target customers in its vicinity
- 2. The explicit approval that the society gives to a firm to operate in its vicinity
- 3. The tacit approval that the society gives to a firm to operate in its vicinity
- 4. The certification that is given to a firm that employs people in an ethical manner

Options:

60348957921.1

60348957922. 2

60348957923.3

60348957924.4

Question Number: 18 Question Id: 60348915401 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

What do we refer to as the Triple Bottom Line?

- 1. The economic, social and reputational performances of the firm
- 2. The economic, social and environmental performances of the firm
- 3. The social, environmental and reputational performances of the firm
- 4. The economic, environmental and reporting performances of the firm

Options:

60348957925. 1

60348957926, 2

60348957927.3

60348957928.4

Question Number: 19 Question Id: 60348915402 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- While business revenues have grown, investments in social and natural capitals have not had any impact
- 2. While social and natural capitals have grown, business revenues have not increased
- 3. While business revenues have grown, social and natural capitals have got destroyed
- 4. While social and natural capitals have remained constant, business revenues have increased

Options:

60348957929.1

60348957930. 2

60348957931.3

60348957932.4

Question Number: 20 Question Id: 60348915403 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

What does the expression 'Tragedy of the Commons' refer to?

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

Options:

60348957933.1

60348957934. 2

60348957935.3

60348957936.4

Question Number: 21 Question Id: 60348915404 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. When the firm is the only customer of this stakeholder
- 2. When it possesses assets that the firm has already bought
- 3. When the firm is facing legal pursuits
- 4. When it possesses valued resources that the firm requires

Options:

60348957937.1

60348957938.2

60348957939.3

60348957940.4

Question Number: 22 Question Id: 60348915405 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

Which of the following statements is incorrect?

- 1. Various stakeholders make multiple and even contradictory demands on the firm
- 2. A Stakeholder can influence the social legitimacy of the firm
- 3. Stakeholder management benefits companies by way of better reputation, reduced risk or benefits in cost, time and closure
- 4. Stockholders are not stakeholders

Options:

60348957941.1

60348957942. 2

60348957943.3

60348957944.4

Question Number: 23 Question Id: 60348915406 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Eliminate/Reduce/Transfer/Accept and Manage
- 2. Ignore/Eliminate/Reduce/Transfer
- 3. Eliminate/Negotiate/Reduce/Transfer
- 4. Ignore/Reduce/Transfer/Accept and Manage

Options:

60348957945.1

60348957946, 2

60348957947.3

60348957948.4

Question Number: 24 Question Id: 60348915407 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

What is a lean system of operations?

- 1. A lean system is one in which waste is reduced and possibly eliminated
- 2. A lean system is one in which quality is reduced
- 3. A lean system is one in which more time is consumed
- 4. A lean system is one in which cost is reduced but as an effect quality is also reduced

Options:

60348957949.1

60348957950. 2

60348957951.3

60348957952.4

Question Number: 25 Question Id: 60348915408 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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?

- 1. Protect leadership
- 2. Build selectively
- 3. Invest selectively
- 4. Protect and refocus

Options:

60348957953.1

60348957954. 2

60348957955.3

60348957956.4

Question Number: 26 Question Id: 60348915409 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

What is the commonly accepted definition of "sustainable development"?

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

Options:

60348957957.1

60348957958. 2

60348957959.3

60348957960.4

Question Number: 27 Question Id: 60348915410 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

In "the Tragedy of the Commons", Gareth Hardin argues that:

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

Options:

60348957961.1

60348957962. 2

60348957963.3

60348957964.4

Question Number: 28 Question Id: 60348915411 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. Equitable development
- 2. Sustainable development
- 3. Social development
- 4. Socioeconomic development

Options:

60348957965.1

60348957966. 2

60348957967.3

60348957968.4

Question Number: 29 Question Id: 60348915412 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Businesses drive unlimited consumption
- 2. Businesses always follow environmental laws and regulations for profit
- 3. All businesses protect forest areas, safeguard water bodies, and build sustainably
- 4. Businesses always promote sustainability

Options:

60348957969.1

60348957970.2

60348957971.3

60348957972.4

Question Number: 30 Question Id: 60348915413 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. True
- 2. False
- 3. Depends
- 4. Cannot be determined

Options:

60348957973. 1

60348957974.2

60348957975.3

60348957976.4

Question Number: 31 Question Id: 60348915414 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

What are the four trends that have influenced the world?

- 1. The changing states of market, climate, technology, and society
- 2. The changing states of market, trade, technology, and society
- 3. The changing states of market, climate, trade, and society
- 4. The changing states of market, climate, technology, and trade

Options:

60348957977. 1

60348957978.2

60348957979.3

60348957980.4

Question Number: 32 Question Id: 60348915415 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. True
- 2. False
- 3. Depends
- 4. None of the options

Options:

60348957981.1

60348957982.2

60348957983.3

60348957984.4

Question Number: 33 Question Id: 60348915416 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

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

Options:

60348957985.1

60348957986. 2

60348957987.3

60348957988.4

Question Number: 34 Question Id: 60348915417 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. Stratospheric ocean depletion
- 2. Ocean depth
- 3. Climate control
- 4. Water wastage

Options:

60348957989.1

60348957990.2

60348957991.3

60348957992.4

Question Number: 35 Question Id: 60348915418 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

What is the impact of global media on corporations?

- 1. Corporations are less accountable
- 2. Corporations are heavily scrutinized for their actions
- 3. Corporations use global media to connect with the general public
- 4. Global media has no impact on corporations

Options:

60348957993.1

60348957994. 2

60348957995.3

60348957996.4

Question Number: 36 Question Id: 60348915419 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

How will 3D printing impact the environmental impact of manufacturing?

- 1. It will create more pollution
- 2. It will create less pollution
- 3. By changing the value chain configuration, environmental impact will be different
- 4. 3D printing will not have an environmental impact

Options:

60348957997.1

60348957998.2

60348957999.3

60348958000.4

Question Number: 37 Question Id: 60348915420 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Ignore public opinion and conduct business as well
- 2. Work with the media to mobilise public opinion for them
- 3. Take heed of the public opinion
- 4. Work with the government and ignore the public opinion

Options:

60348958001.1

60348958002.2

60348958003.3

60348958004.4

Question Number: 38 Question Id: 60348915421 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

We are now at a tipping point because_____

- 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
- Markets are evolving in a paradoxical manner; earth's ecosystem is stretched; technology is advancing at a rapid pace; civil society is becoming stronger
- 3. Markets are evolving in a paradoxical manner; earth's ecosystem is stretched; technology is advancing at a rapid pace; civil society is becoming weaker
- 4. Markets are evolving in a paradoxical manner; earth's ecosystem is stretched; technology is advancing slowly; civil society is becoming weaker

Options:

60348958005.1

60348958006. 2

60348958007.3

60348958008.4

Question Number: 39 Question Id: 60348915422 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Entering a new market
- 2. Selling similar products as that of its competitors at a higher price point
- 3. Creating differentiation advantages and gaining higher pricing power
- 4. It is creating a competitive disadvantage

Options:

60348958009.1

60348958010. 2

60348958011.3

60348958012.4

Question Number: 40 Question Id: 60348915423 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

Conventional businesses tend to ______ environmental costs

- 1. Mitigate
- 2. Increase
- 3. Hide or ignore
- 4. Moderate

Options:

60348958013.1

60348958014. 2

60348958015.3

60348958016.4

Question Number: 41 Question Id: 60348915424 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

How does Freeman describe stakeholders?

- 1. Stakeholders are similar to shareholders, but with less power and influence
- 2. Stakeholders are people with little power, and but they can disrupt the corporate agenda through activism
- 3. Stakeholders are people with power and influence but little interest in the corporate action
- 4. Stakeholders are people with power and influence as well as interest in the corporate action

Options:

60348958017.1

60348958018.2

60348958019.3

60348958020.4

Question Number: 42 Question Id: 60348915425 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. Customers
- 2. Employees
- 3. Suppliers
- 4. All of the options are correct

Options:

60348958021.1

60348958022.2

60348958023.3

60348958024.4

Question Number: 43 Question Id: 60348915426 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Milton Friedman, the renowned economist, was of the opinion that_____

- 1. The fundamental purpose of an organization is to create value for its stakeholders
- 2. The fundamental purpose of an organization is to create value for both its shareholders and its stakeholders
- 3. The fundamental purpose of an organization is to create value for the human race
- 4. The fundamental purpose of an organization is to create value for its shareholders

Options:

60348958025.1

60348958026.2

60348958027.3

60348958028.4

Question Number: 44 Question Id: 60348915427 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

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

- 1. True
- 2. False
- 3. Cannot be determined
- 4. Depends

Options:

60348958029.1

60348958030.2

60348958031.3

60348958032.4

Question Number: 45 Question Id: 60348915428 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

How do the stakeholders and the shareholders differ?

- 1. Stakeholders and shareholders are interested only in stock price appreciation
- 2. While shareholders are interested only in stock price appreciation, stakeholders are also interested in firm performance other than stock price appreciation
- 3. There is no difference in the expectations of the two
- 4. All of these are correct

Options:

60348958033.1

60348958034.2

60348958035.3

60348958036.4

Question Number: 46 Question Id: 60348915429 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

What strategy should you have for the "latent" stakeholders?

- 1. Keep satisfied
- 2. Closely manage
- 3. Monitor
- 4. Keep informed

Options:

60348958037.1

60348958038.2

60348958039.3

60348958040.4

Question Number: 47 Question Id: 60348915430 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

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

- 1. Involve/exploit
- 2. Hold & monitor
- 3. Collaborate
- 4. Defend

Options:

60348958041.1

60348958042.2

60348958043.3

60348958044.4

Question Number: 48 Question Id: 60348915431 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

Correct Marks: 2 Wrong Marks: 0

Who are the "marginal" stakeholders?

- 1. Those with high power and high interest
- 2. Those with low power and high interest
- 3. Those with low power and low interest
- 4. Those with high power and low interest

Options:

60348958045.1

60348958046.2

60348958047.3

60348958048.4

Question Number: 49 Question Id: 60348915432 Question Type: MCQ Option Shuffling: No

Is Question Mandatory: No

What do you call those stakeholders who have low power and high interest?
1. Observers
2. Dominants
3. Latents
4. Marginals
Options :
60348958049. 1
60348958050. 2
60348958051. 3
60348958052. 4
Question Number : 50 Question Id : 60348915433 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0
do not engage in direct economic exchange with the firms
1. Buyers
2. Non-market stakeholders
3. Customers
4. Consultants
Options :
60348958053. 1
60348958054. 2
60348958055. 3
60348958056. 4