

Reg. No.:



Name:

University of Kerala

Y7720

Fourth Semester FYUGP Degree Examination, May 2026

Value Addition Courses

COMMERCE

UK4VACCOM201 - Sustainable Business Practices

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

**Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions**

Qn No.	Question	CL	CO
1	Name the factor the Life Cycle Thinking primarily focus on: Options : A)product aesthetics B)cost reduction C)customer feed back D)environmental impacts throughout the product line	RE	2
2	What is the purpose of "Stakeholder Mapping"? Options : A)To find the geographical location of the office B)To identify and categorize groups affected by a business C)To create a sales territory map D)To design the factory layout	RE	4
3	Which option best explains why companies follow CSR standards? Options : A)To show social and environmental responsibility B)To increase pollution C)To reduce customer satisfaction D)To avoid reporting	UN	3
4	Identify the economic aspects of sustainable business practices from the following Options : A)Protection of forest B)Ensuring long term return on Investment C)Development of society D)Pollution control	UN	1
5	NGOs in sustainability mainly Options : A)compete with businesses B)support social and environmental initiatives C)focuses only on profit D)ignore communities	UN	4
6	Identify the pillar of sustainability from the following.	UN	6

Qn No.	Question	CL	CO
	Options : A)Social economic & environmental balance B)Profit only C)Environment Only D)Technology only		

Part B. 8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	A business evaluates environmental impact from production to disposal. Identify the framework used here.	UN	2
8	State the meaning of stakeholder Mapping.	UN	3
9	State any two practices followed by business firms to ensure Environmental sustainability.	AP	5
10	Mention any two economic key performance indicators of a business organisation.	AP	6

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Apply "Circular Economy" principles to a smartphone manufacturer's business model to ensure that old phones are collected and reused. OR B) A local bakery wants to reduce its environmental footprint. Apply the "Life Cycle Thinking" principle to analyze their bread production and identify two areas for improvement.	AP	3, 3
12	A) A company faces criticism for ignoring employee welfare. Suggest how stakeholder engagement can improve CSR performance. OR B) Analyse the challenges in implementing the CSR standards effectively.	AN	5, 4
13	A) Assess the different challenges in implementing Social Impact Assessments. OR B)	EV	3, 3

Qn No.	Question	CL	CO
	Enlist the different challenges faced by business organisations while implementing their community development programmes.		
14	A) A multi national company is facing environmental and social criticism. Propose a comprehensive sustainable business strategy addressing economic, ,social and environmental aspects. OR B) Propose a detailed business model for a new startup that utilizes Social Entrepreneurship to address one specific UN Sustainable Development Goal (SDG). Outline the organizational structure and explain how it balances profit with social impact.	CR	7, 1