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B.B.M. (IB)/B.B.A. (IB) (Third Semester) EXAMINATION, 2018
INTERNATIONAL BUSINESS ENVIRONMENT
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All questions are compulsory.*

(ii) *Figures to the right indicate full marks.*

1. What are the objectives of WTO ? How does WTO impact world trade ? [16]

Or

What are the issues with respect to waste disposal, especially e-waste ?

2. What is environmental marketing ? What are its components ? Give *two* examples. [16]

Or

What are green products ? What is the importance of life cycle approach in developing strategies for the production and marketing of green products ?

3. Critically elaborate and explain Kyoto Protocol. [16]

Or

What are the measures that the Corporate Sector take in reducing Greenhouse gases ?

P.T.O.

4. Explain with examples the term 'green industries'. What are the characteristics of green industries ? [16]

Or

What are the objectives of environmental awareness programmes ?
Explain the Priorities and Directions at UN Fora. (Conferences)

5. Write short notes on (any *four*) : [16]
- (a) Industrial Ecology
 - (b) Carbon Credits
 - (c) Role of UNEP
 - (d) Management of Toxic Chemical
 - (e) Eco mark scheme of India
 - (f) TERI (Tata Energy Research Institute) India (Case Study).