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GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Fourth Semester) Examinations, May – 2024
21MBAOM24001– Green Supply Chain Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is hype curve?	CO1	K1
b. Define ‘supply chain management’.	CO1	K1
c. How value chain is different from supply chain?	CO2	K1
d. What is meant by ‘eco design’?	CO2	K1
e. How inter channel conflict arise?	CO3	K2
f. Write a note on ‘green channel quality’.	CO3	K2
g. Mention types of channel?	CO4	K2
h. Can customer ever be a supplier?	CO4	K2
i. Distinguish between reuse and recycling.	CO5	K1
j. Why do we need green logistics?	CO5	K1

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Elaborate customer service management.	8	CO1	K3
(OR)			
b. Distinguish between ‘traditional supply chain’ and ‘green supply chain’	8	CO1	K3
3.a. Do corporations have a responsibility to protect the environment? Justify	8	CO2	K3
(OR)			
b. What is supply chain mapping?	8	CO2	K3
4.a. How do you make a supply chain green? Explain.	8	CO3	K4
(OR)			
b. Discuss the key drivers in logistics management.	8	CO3	K4
5.a. Explain the evolution of green production in detail.	8	CO4	K3
(OR)			
b. Differentiate between C2C & B2C supply chain?	8	CO4	K3
6.a. How do you implement green logistics? Explain.	8	CO5	K3
(OR)			
b. Explain the environmental impacts of transportation and logistics.	8	CO5	K3

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