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Code: 19MBA4021

SET-2

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**II MBA IV Semester Regular/Supplementary Examinations, July, 2022
GREEN MARKETING**

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. “Green Marketing is the movement by companies to develop and market environmentally responsible products”. Explain this statement. **12 M**
2. What do you understand by Green Marketing Mix? Elaborate the objectives of Green Marketing. **12 M**
3. Explain the concept of Green Harvesting and Compliance Marketing. **12 M**
4. Explain various Green Marketing Initiatives with suitable Corporate Examples. **12 M**
5. Explain various communication strategies used by **Green Marketing Companies** and also write **short notes on i) Green Branding ii) Certification Labeling.** **12M**
6. Assess the significance of Environmentalism and discuss the Environmental movement in India. **12 M**
7. Explain the guidelines that are to be followed for Transportation of E-Waste **12 M**
8. **CASE STUDY:** **12 M**
For many years McDonald’s enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company’s external environment. Let’s start with the population scene. For many years McDonald’s main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So McDonald’s traditional customer bases are eroding. Then there are the cultural changes. Also consumers have become more health conscious. Let’s face It --- burgers, fries and shakes (foundation of McDonald’s success” are not exactly at the top of the dietician’s menu recommendations today. Consumers want convenience. In the past, they hopped in the care and drove to McDonald’s. Today they can pop something into the microwave oven or phone Domino’s to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald’s polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.
Questions:
a. List out and discuss, the major environmental changes being faced by McDonald’s.
b. What should be the course of action to regain its dominant market position and to tackle competition?