

THIRD SEMESTER QUESTION BANK
STRATEGIC LEADERSHIP FOR SUSTAINABLE ENTREPRENEURSHIP

Blueprint

Section	Module 1	Module 2	Module 3	Module 4	Module 5
A (5 Marks)	1	1	1	1	1
B (9 Marks)	1	1	1		
C (12 Marks)					1

Note: Module wise questions for the blueprint can be taken in any combination like Section A – 1, 1, 1,1, 1 or 2, 1,1,1 or 2,2,1 or 2,3

SECTION – A					
1.	5 Marks Questions	Blooms Level	CO	Module	Marks
Module 1		2	1	1	5
1.	Explain the concept of strategic leadership in the context of sustainability.				
2.	Describe the role of leadership in embedding sustainability within an organization's culture.				
3.	Discuss the key differences between traditional and strategic leadership in relation to sustainability.				
4.	Summarize the barriers to sustainable entrepreneurship from a leadership perspective.				
5.	Identify the drivers that push businesses towards sustainable entrepreneurship.				
Module 2		3	2	2	5
1.	Apply the Triple Bottom Line (TBL) framework to evaluate the sustainability of a given business model.				
2.	Use the Business Model Canvas to design a sustainable business model for a new startup.				
3.	Implement circular economy strategies to solve environmental and economic challenges in a business context.				
4.	Demonstrate how to engage stakeholders in implementing sustainable business practices.				
5.	Examine how TBL metrics can be applied to assess business impact on society, environment, and profit.				
Module 3		4	3	3	5
1.	Analyze the impact of transformational leadership on the success of sustainability-focused teams.				
2.	Compare the effectiveness of different leadership styles in leading sustainable initiatives.				
3.	Examine the structure of a high-performance team and its relevance to sustainability goals.				
4.	Evaluate the challenges faced by leaders in managing multidisciplinary teams with a sustainability focus.				
5.	Analyze the role of ethical decision-making in building effective, sustainable teams.				
Module 4		5	4	4	5
1.	Evaluate the potential impact of sustainable innovation on reducing carbon footprints in manufacturing industries.				
2.	Assess the feasibility of integrating sustainability into existing business models through entrepreneurial strategies.				
3.	Judge the effectiveness of lean startup methodology in promoting sustainable innovation.				
4.	Critique the barriers to sustainable innovation and propose solutions to overcome them.				
5.	Evaluate the long-term sustainability of a new product designed using design thinking principles.				
Module 5		5	5	5	5
1.	Evaluate the ethical implications of adopting a sustainable business model in a developing economy.				
2.	Recommend a framework for assessing the long-term sustainability of a global supply chain.				

3.	Assess how technological innovations like AI, blockchain, and IoT influence ethical decision-making in sustainability.				
4.	Evaluate the impact of global frameworks such as the Paris Agreement on a company's sustainability strategy.				
5.	Recommend an ethical decision-making framework balancing profitability and sustainability.				
SECTION – B					
2	9 Marks Questions				
		Blooms Level	CO	Module	9
Module 1		2	1	1	9
1.	Explain how strategic leadership theories influence sustainable business practices, citing examples of successful leaders.				
2.	Describe the role of visionary leadership in embedding sustainability within an organization.				
3.	Discuss key challenges leaders face in promoting sustainable entrepreneurship.				
4.	Summarize how leadership vision affects sustainability decision-making.				
5.	Illustrate how strategic leadership can address environmental challenges using a real-world case.				
Module 2		3	2	2	9
1.	Apply the Triple Bottom Line (TBL) framework to evaluate a company's sustainability efforts.				
2.	Use the Business Model Canvas to design a sustainable business startup.				
3.	Implement circular economy principles (reduce, reuse, recycle) in manufacturing.				
4.	Demonstrate how stakeholder engagement enhances business sustainability.				
5.	Illustrate how scenario planning reduces sustainability risks and fosters resilience.				
Module 3		4	3	3	9
1.	Analyze the impact of transformational leadership on sustainability-focused teams.				
2.	Compare the effectiveness of leadership styles (transformational, servant, participative) in managing sustainable teams.				
3.	Examine challenges of managing multidisciplinary sustainability projects.				
4.	Assess the role of ethical leadership in guiding sustainability teams.				
5.	Identify key factors for success in multidisciplinary sustainability teams.				
SECTION – C					
3.	Case study or application-based question for 12 marks				
		Blooms Level	CO	Module	12
Module 5					
Source: The Paris Agreement		5	5	5	12
1.	<p>Case Overview: The Paris Agreement is a legally binding international treaty adopted by 196 countries in 2015 to combat climate change and limit global warming to below 2°C above pre-industrial levels, aiming for 1.5°C. Each country submits Nationally Determined Contributions (NDCs) that reflect their climate goals. The agreement also emphasizes the financing mechanisms to help developing countries transition to low-carbon economies and adapt to climate impacts. However, despite the global consensus, the agreement faces challenges such as political will, economic priorities, and achieving emission reductions on a global scale.</p> <p>In 2021, the COP26 summit reiterated the need for stronger commitments. Despite positive strides, issues like the lack of binding commitments, unequal funding distribution, and divergent national interests complicate the path towards meeting the targets. The challenge lies in the implementation of the targets, effective monitoring, and maintaining momentum in face of global economic disruptions.</p> <p>Case Study Questions: 1. Evaluate the progress of the Paris Agreement in meeting its goals. Has it led to significant reductions in global carbon emissions, and if not, why?</p>				

	<ol style="list-style-type: none"> 2. Assess the effectiveness of the financial support mechanisms established by the Paris Agreement. Are the funds reaching the intended countries, and are they being used effectively for climate mitigation? 3. Critique the role of the Paris Agreement in influencing corporate strategies and business models. How are industries responding to its targets, and are these responses sufficient to drive real change? 4. Propose a more effective global strategy for climate action, taking into consideration the shortcomings and challenges that have hindered the full success of the Paris Agreement. 				
2.	Case Study: Unilever's Sustainable Living Plan	5	5	5	12
	<p>Case Overview: The Unilever Sustainable Living Plan (USLP), launched in 2010, outlines Unilever's commitment to decoupling business growth from environmental impact. The plan focuses on improving health and well-being, reducing environmental impact, and enhancing livelihoods. Unilever aims to use renewable energy, reduce water usage, and sustainably source its raw materials.</p> <p>The company has achieved progress, including sourcing 62% of its agricultural raw materials sustainably. However, challenges remain, especially in developing economies, where sustainability practices are less ingrained. Moreover, the complexities of global supply chains often undermine sustainability initiatives, and consumer behavior in emerging markets presents another barrier.</p> <p>Case Study Questions:</p> <ol style="list-style-type: none"> 1. Evaluate the success of Unilever's Sustainable Living Plan in contributing to the SDGs. To what extent has the company been able to decouple growth from environmental impact? 2. Assess the effectiveness of Unilever's approach to sustainable sourcing and resource management. How well has the company managed to balance economic, social, and environmental goals? 3. Critique the challenges that Unilever faces in fully embedding sustainability into its global supply chains, particularly in emerging markets. What strategies can be employed to overcome these obstacles? 4. Recommend ways for Unilever to further enhance its sustainability efforts. What innovative strategies or partnerships could be implemented to strengthen the USLP? 				
3.	Case Study: Tesla's Role in Accelerating the Electric Vehicle Revolution	5	5	5	12
	<p>Source: Tesla: Revolutionizing the Electric Vehicle Industry</p> <p>Case Overview: Tesla has been instrumental in driving the electric vehicle (EV) revolution, aiming to make sustainable transportation accessible globally. Tesla's vehicles offer high performance, innovative features, and have made significant strides in addressing concerns about range, safety, and efficiency. The company's Gigafactories have enabled large-scale battery production, reducing the cost of EVs and accelerating the transition to clean energy.</p> <p>Tesla has also ventured into solar energy solutions and energy storage, promoting a holistic sustainable energy ecosystem. Despite these advancements, challenges persist. Tesla faces regulatory hurdles, production bottlenecks, and stiff competition from traditional automakers. Furthermore, concerns over the environmental impact of battery production and the sourcing of raw materials remain.</p> <p>Case Study Questions:</p> <ol style="list-style-type: none"> 1. Evaluate how Tesla has revolutionized the electric vehicle market and contributed to the global reduction in greenhouse gas emissions. 2. Assess the impact of Tesla's business model on the automotive industry. To what extent has Tesla's innovation influenced traditional car manufacturers in their transition to electric vehicles? 3. Critique the environmental and social challenges associated with Tesla's battery production and its reliance on rare earth materials. How can Tesla address these issues sustainably? 				

	<ol style="list-style-type: none"> Propose strategies Tesla could use to expand its market share in developing countries. What factors should be considered in introducing electric vehicles to emerging markets? 				
4.	Case Study: IKEA's Commitment to Circular Economy	5	5	5	12
	<p>Source: IKEA Circular Economy</p> <p>Case Overview: IKEA has made a bold commitment to becoming a fully circular business by 2030. This includes using only renewable or recycled materials in its products and designing them for reuse, repair, and recycling. IKEA has also ventured into services such as furniture recycling and renting. Despite these efforts, challenges remain. IKEA faces difficulties in ensuring the circularity of its entire supply chain, especially in regions where sustainable practices are less developed.</p> <p>The company's circular initiatives include introducing a buy-back scheme for used furniture and piloting services that encourage the reuse and repair of products. However, significant work lies ahead in terms of both consumer adoption of circular principles and addressing supply chain complexities.</p> <p>Case Study Questions:</p> <ol style="list-style-type: none"> Evaluate IKEA's approach to implementing a circular economy model. To what extent has the company integrated circularity into its product design and supply chain? Assess the economic and environmental impact of IKEA's circular initiatives. How does this shift in strategy affect IKEA's profitability and brand image? Critique the challenges IKEA faces in transitioning to a fully circular business model. How can it improve its operations to meet its 2030 sustainability goals? Propose strategies that other large retailers can adopt based on IKEA's experience with circular economy principles. How can they overcome similar challenges? 				
5.	Case Study: The Role of Blockchain in Sustainability				
	<p>IBM's Food Trust Blockchain Source: IBM Food Trust Blockchain</p> <p>Case Overview: IBM's Food Trust Blockchain provides transparency and traceability to the food industry. By leveraging blockchain technology, IBM enables all stakeholders in the food supply chain—from farmers to consumers—to track the journey of food products in real-time. This helps ensure that products are sustainably sourced, meet safety standards, and have minimal environmental impact. Blockchain improves the efficiency of the food system by reducing food fraud, minimizing waste, and enhancing consumer trust. However, the technology's adoption faces challenges, including integration with existing supply chains, regulatory compliance, and the need for standardization across the industry.</p> <p>Case Study Questions:</p> <ol style="list-style-type: none"> Evaluate the effectiveness of IBM's Food Trust Blockchain in promoting sustainability within the food industry. How does it ensure the transparency and accountability of the food supply chain? Assess the potential of blockchain technology to address global food security issues. How can it reduce food waste and improve supply chain efficiency? Critique the challenges of implementing blockchain in the food industry, including technical, regulatory, and operational obstacles. Propose ways to scale blockchain solutions in other industries. What lessons can be applied from the food industry to sectors like manufacturing or energy? 				