

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3604

L

Unique Paper Code : 6322484801

Name of the Paper : Sustainability in Retail sector

Name of the Course : **B.Voc - Retail Management
& IT**

Semester : VIII

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

1. Discuss the evolution of sustainability in detail. Also explain the role of sustainability in the age of AI. (9+9)
2. What is sustainability? Also explain its dimensions? (9+9)

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3. What do you mean by sustainable business models? Explain any two models in detail. (9+9)
4. What do you mean by value chain analysis? How can this concept help in achieving the objective of sustainability? Explain taking example of IKEA. (9+9)
5. What do you mean by quality standards in sustainability? Explain any two. (9+9)
6. What do you mean by sustainable development goals? Taking example of any two organization explain how SDGs have been linked to organizational strategies. (9+9)
7. What do you mean by ethical decision making? What are the ethical considerations in sustainable marketing? (9+9)
8. Explain the concept of People, Planet and Profit in detail. Take example of LEGO and discuss its sustainable practices in detail. (9+9)

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