



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT & FINANCE

Postgraduate and Mid-career Development Unit

Master of Business Administration (International Business) Programme – 2015/2017

Trimester VI Examination – October, 2017

MBAIB 5225 – Sustainability and Business

Three (03) Hours

Answer any four (04) questions.

1. "The approach of systems thinking is fundamentally different from that of traditional forms of analysis". Discuss this statement providing examples.

(Total 25 marks)

2. 'Mission Zero', Interface's vision has led the leading carpet manufacturer to remove 98% of its emissions, but with its target deadline approaching, its leaders knew they needed to engage the entire supply chain with new thinking and new business models to achieve its goal. Justify the importance of engaging "the entire supply chain" with new thinking.

(Total 25 marks)

3. Sustainability means "becoming aware of choices and behaviours that influence the intricate balance of the earth's social, ecological, and economic systems, and then expanding that awareness through conversations that can lead to joint action". Critically evaluate the role of leadership in calling for joint action for sustainability.

(Total 25 marks)

4. Explain using examples, why design function of a business or a manufacturing process offer great opportunities to enhance sustainability.

(Total 25 marks)

5. "Appreciative inquiry is about the co-evolutionary search for the best in people, their organizations, and the relevant world around them". Analyze the challenges involved in adopting appreciative inquiry in managing change of a business.

(Total 25 marks)
