

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Semester VII) Examination – June/July 2022

MKT 4242 – Sustainable Marketing

Two (02) Hours

Answer ALL Questions

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1. i. “Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.” Discuss this statement, emphasising the current global issues and the vitality of sustainable development.
- (10 Marks)
- ii. Explain the central terms of “Sustainability Management” with examples.
- (15 Marks)
- (Total 25 marks)**
2. A sustainable marketing strategy deals exclusively with the environmental and social impacts of an organisation.
- i. “Sustainable marketing cannot be defined without addressing marketing’s primary purpose.” Discuss.
- (07 Marks)
- ii. Define the term Green Product and list out the characteristics of Green products.
- (09 Marks)
- iii. Describe the steps of building sustainability of brands.
- (09 Marks)
- (Total 25 marks)**

3. i. “Some firms greenwash their corporate branding as well as product branding through advertisements, emphasising go green concepts”.

Elaborate this statement using examples from the Sri Lankan context.

(15 Marks)

- ii. Explain green marketing strategies and briefly discuss their relevance in the current business environment of Sri Lanka.

(10 Marks)

(Total 25 marks)

4. i. “Fair-trade is a global movement and is an instrument for more equitable social development.” Discuss.

(15 Marks)

- ii. List out the four unethical marketing tactics and explain how those tactics affect marketing sustainability.

(10 Marks)

(Total 25 marks)
