

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT & FINANCE

Bachelor of Business Administration (Level II-Semester V) Examination – July 2017

MKT 2223 - Environmental Management

Two (02) Hours

Answer All Questions

This paper has four (04) questions printed on two (02) pages

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1. i. Define an Environmental Management System (EMS).  
(05 Marks)
- ii. Describe the use of an EMS for a manufacturing organization.  
(10 Marks)
- iii. "Since 'everything is connected', human being as well as the nature are inseparably tied up together; what one individual does, has an effect on the others". - Barry Commoner  
Discuss the above statement with suitable examples.  
(10 Marks)  
**(Total 25 marks)**
2. i. "The concern of people on sustainable development suggests that meeting the needs of future depends on how well we balance social, economic, and environmental objectives or needs when making decisions today." Elaborate this statement with suitable examples.  
(15 Marks)
- ii. Explain the features of a sustainable economy.  
(10 Marks)  
**(Total 25 marks)**
3. i. Define the term overpopulation.  
(05 Marks)
- ii. Briefly explain the concept of 'carrying capacity' with example.  
(08 Marks)
- iii. Discuss the social implications of rapid population growth in less developed countries.  
(12 Marks)  
**(Total 25 marks)**

4. Write short descriptions on the following.

- i. Sustainability
- ii. EMS continuous improvement cycle
- iii. Carrying capacity
- iv. Greening the industries
- v. Climate change

**(5x05=25 Marks)**

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