

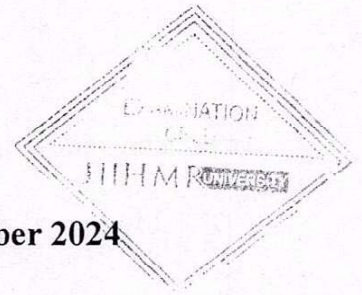


School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-15th (2023-2025)

Second Year, Term 4 End Term Examination, November 2024



PHRM-751 Sustainability and Circular Economy

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 02 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Choose the correct option for the following (1 mark each):

- (a). Which of the following metrics is included in ESG reporting?
- (i) Revenue growth
 - (ii) Social impact
 - (iii) Product pricing strategy
 - (iv) Production volume
- (b). Which of the following best describes "resource efficiency" within the context of a circular economy?
- (i) Maximizing resource extraction
 - (ii) Minimizing resource waste
 - (iii) Increasing product consumption
 - (iv) Focusing on raw material costs
- (c). The concept of "Sustainable Development" primarily aims to:
- (i) Improve economic growth at the expense of the environment
 - (ii) Ensure balanced economic, social, and environmental progress
 - (iii) Increase industrial output
 - (iv) Focus on immediate consumption
- (d). Which of the following digital technologies is commonly used in enhancing circularity by tracking product life cycles and resources?
- (i) Blockchain
 - (ii) Social Media
 - (iii) Virtual Reality
 - (iv) ERP
- (e). Which of the following is a key principle of the Circular Economy?
- (i) Maximize waste production
 - (ii) Extend product lifecycle
 - (iii) Increase single-use materials
 - (iv) Encourage linear models

Part B

(Maximum Marks: 15)

Answer the following questions (5 mark each).

- Q2. Differentiate between a Linear Economy and a Circular Economy and discuss the environmental impact of each.
- Q3. Explain how the Triple Bottom Line (TBL) approach measures sustainability in businesses. Provide examples for each dimension.
- Q4. Describe the role of reverse logistics in reducing carbon footprint within the pharmaceutical sector. Provide specific examples.

Part C

(Maximum Marks: 30)

Answer the following questions (10 mark each).

- Q5. Discuss the core principles of the Circular Economy and explain how these principles can address the barriers faced in shifting from a linear to a circular model in the pharmaceutical supply chain. Provide examples of resource efficiency measures and strategies that could support this transition.
- Q6. A pharmaceutical company wants to integrate sustainable practices into its business model. Discuss how digital technologies, such as IoT and AI, could enhance circularity in the pharmaceutical sector. Outline specific examples, such as tracking product life cycles or optimizing resource efficiency, that illustrate how these technologies might support circular economy goals.
- Q7. A pharmaceutical company is facing pressure to reduce its carbon footprint and improve its resource efficiency. Describe a plan integrating circular economy principle to achieve these goals, including strategies for reverse logistics, reducing waste, and reusing materials. Discuss how this approach could contribute to sustainable development, considering the economic, social, and environmental aspects.

