

**Shivaji College, University of Delhi-110027**

**Department of Commerce**

**B.Com (Hons.)DSEC: Sustainability Marketing UPC Code: 2413082007**

**Semester: IV**

Instructions:

- All questions are compulsory.
- Each question carries 04 marks. (4×3=12)

Q1. Define the concept of Sustainability Marketing and explain its importance in achieving global sustainability. Discuss the role of businesses in promoting Sustainable Development Goals (SDGs) through marketing strategies.

Q2. Analyze the significance of the 3Rs (Recycle, Reuse, and Reduce) in shaping sustainable consumer behaviour and how marketers can integrate these principles into their campaigns. Provide examples of companies successfully implementing sustainability marketing strategies and the impact on their brand reputation.

Q3. Explain the Sustainability Marketing Mix and its influence on sustainable consumption. In your answer, focus on the components of the sustainability marketing mix (product, price, place, promotion) and how they differ from the traditional marketing mix. Discuss the role of the promotion mix in conveying the value of sustainable products and services. Why is sustainability marketing crucial for long-term business growth and environmental responsibility? Support your discussion with examples of companies that have effectively implemented the sustainability marketing mix.