

**Programme: PGDM, Batch 2021-23**  
**Responsible Business**  
**DM-404**

**Trimester – IV, End-Term Examination: September 2022**

**Time allowed: 2 Hrs**

Roll No: \_\_\_\_\_

**Max Marks: 40**

**Instruction: Students are required to write Roll No on cover page of the Answer Sheet. All other instructions on the question paper / Admit card should be followed meticulously.**

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum three questions with internal choices and all COs (Course Intended Learning Outcomes) covered in the Question Paper	4* 5	20
B	Compulsory Case Study	2*10	20
			<b>40</b>

**Section A: 20 Marks**

**Students are required to answer all questions. Each question carries FIVE marks**

Q1. When can we call a Supply Chain of Business a responsible supply chain? Give examples (CO1) (5marks).

**OR**

Q1\*Interests of Stakeholders should be as vital to business as those of Shareholders. Elaborate in the light of the Stakeholder Theory of CSR (CO1) (5marks).

Q2. What is Climate Change? List significant Climate Change related business risks (CO 2) (5 marks).

**OR**

What is Inclusive development? Who needs to be "included"? Give one example of how we can achieve inclusive growth (CO 2) (5 marks).

Q3. Briefly explain five essential features of the CSR Act 2013. (CO 3) (5 marks).

**OR**

Q3\*List a minimum of three amendments that have been made to the CSR Act in 2021 (CO 3) (5 marks).

Q4. Business Ethics help instil trust amongst stakeholders and enhances its image and reputation. Elaborate using a relevant example (CO4)(5 marks).

**OR**

Q4\* Comment on Professional Ethics. Give two examples related to your domain of specialisation (CO4)(5 marks).

**Section B: Case Study (20 marks)**

**Students must go through the case study and answer the questions below. Each question carries equal marks.**

Plant-based and lab-grown meat, and alternatives to dairy-based cheese and milk, have gathered the attention of entrepreneurs and investors in recent years. The "real thing" often significantly impacts animals, the climate and humans. But another sector, the global chocolate industry, has amassed its share of critics for many years.

First, there are the effects chocolate has on both land and climate change. Global makers of this popular confection have also long been in the crosshairs of human rights activists, who say the industry is a massive driver of human rights violations, including child slavery and forced labour.

Some players within the sector are responding in kind. For example, companies and NGOs have partnered on projects to minimise environmental impact. Smaller firms have also promised tactics such as using fair trade cacao and cocoa beans, sourcing only organic beans or buying only single-origin ingredients to reduce any impacts on people and the planet. One such company has even said it strives to be "regenerative" instead of extractive. Meanwhile, other companies seek piecemeal approaches to making more sustainable chocolate, such as rolling out vegan options.

Nevertheless, there still lies the spectre of a shrinking chocolate supply worldwide, with deforestation and climate change the primary reasons.

To that end, one German start-up says it's working on a solution: lab-grown chocolate.

Qoa, based in Munich, says it's on a mission to reinvent mass-produced chocolate without using cacao. However, the company, for the most part, is mum on how exactly it is making this happen: One scientist working for Qoa mentioned using yeast. With its "precision fermentation" process, the company says it can churn out a chocolate product that is ten times more sustainable and 20 per cent cheaper than conventional chocolate. "We do for chocolate what Oatly did for milk," says the company.

For now, Qoa has a handful of employees but is hiring. Leading the company is the sister-brother duo of Sara Marquart, who previously worked as a scientist at Atomo Coffee (the coffee-less coffee company) and Maximilian Marquart, who reveals a solid track record working with start-ups.

In explaining the company's mission and process, Sara Marquart told Fast Company, "Pretty much every food has a fingerprint, like a human has a fingerprint, right?" Describing Qoa's process, she added, "It's unique - We analyse the fingerprint of raw cocoa, fermented cocoa, roasted cocoa, to understand what makes cocoa this unique little bean that has so much flavour?" Currently, the steps taken are similar to the brewing of beer; the concoction is roasted and allowed to dry, resulting in a proxy for cacao-based chocolate.

As for plans, Qoa is looking at the big picture, becoming the mass-market standard for chocolate by 2035. The company makes no promises for those interested in eventually testing the product, but there is an email sign-up list for those interested in applying to try chocolate.

Source: **Next on Your Food Tech Radar: Lab-Grown Chocolate** AUG 17, 2021

<https://www.triplepundit.com/category/consumer-trends/16216>

Questions (CO1-4)

1. How does Climate Change impact the chocolate industry at different stages in its supply chain? Apply a minimum of one Sustainable Development Goal 2030 that proposes a potential solution.
2. When switching from natural cacao in the production and marketing of "chocolate without the chocolate", what ethical concerns should the company be cautious of addressing?

**End of the Question Paper**