

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

 **JUN 2023**

**PROGRAMME: BACHELOR OF BUSINESS STUDIES HONOURS DEGREE MARKETING
GREEN MARKETING BS 434**

TIME : 3 HOURS

EXAMINATIONS

INSTRUCTIONS TO CANDIDATES:

1. Answer **Question One** and any other **three questions**.
 2. Each question carries **25 marks**.
 3. Start answering each main question on a fresh page.
 4. Credit will be given for appropriate use of illustrative examples.
 5. No cell phones and programmable calculators are allowed in the Examination Room.
 6. Statistical Tables Required
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QUESTION ONE (COMPULSORY):

CONVERSE RENEW INITIATIVE

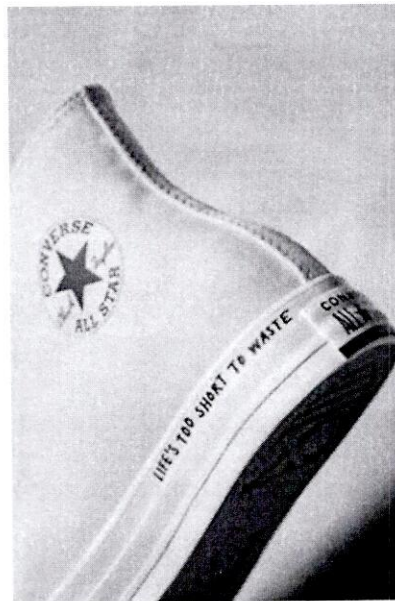
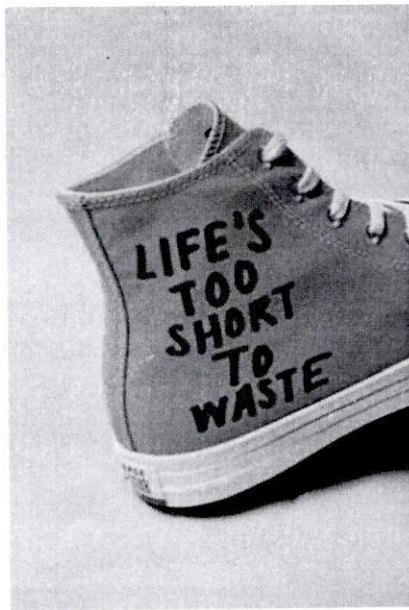
Converse, owned by Nike, has set some ambitious environmental goals in recent years. Currently, the brand uses some **eco-friendly materials including organic and recycled cotton and polyester**. It minimizes off-cuts in parts of the manufacturing process and has a waste reduction strategy for most of its supply chain

About time manufacturers are taking considerations of the environmental damage and carbon footprint, and after Adidas's big efforts, comes Converse's new initiative, dubbed the Converse Renew.

Usually, the process doesn't defer much from most recycled products – in this case, used plastic bottles are reused to make rPET yarn and weaved to replace the canvas on its upper, but where it gets interesting is that Converse has somehow mimicked the 100% recycled polyester to look

and feel the same way as the cotton canvas, effectively delivering the same look and feel, without the environmental guilt of harming the planet.

In line with this initiative are the first batch of colours, which reflect the tones of the Earth. A minimalistic All-Star patch adorns the medial portion while the outsole is lightly speckled. A former consultant on philanthropy and community programmes to Microsoft and Kimberly The All-Stars get an extra bit of detailing too – “Life’s Too Short To Waste” replaces the All-Star logo while both the All-Star and Chuck 70s get the phrase embroidered on the tongue.



Source: *Compiled from Kamal, (2021)*

Required:

- a) Illustrate the importance of green endorsements from organizations such as Rain Forrester Alliance. (6)
- b) Demonstrate how principles of the UN Global Compact are of importance to an organization such as Converse. (9)
- c) Suggest five additional activities that Converse can introduce in their quest to be green. (15)
- d) Design a sustainable mission statement for Converse. (10)

[40 MARKS]

QUESTION TWO

Outline any four drawbacks of green washing to an organization.

[20 MARKS]

QUESTION THREE

Illustrate the importance of the following groups in understanding the importance of green marketing:

- a. Brown consumers (4)
- b. Governments (4)
- c. Brands with high exposure (4)
- d. Companies with low market power (4)
- e. Industries highly reliant on natural resources (4)

[20 MARKS]

QUESTION FOUR

Using four distinct examples, show how traditional marketing differs from the new green marketing paradigm.

[20 MARKS]

QUESTION FIVE

As a green marketing strategist demonstrate how you would use the **4 Ps** of the marketing mix to promote the concept of greenness in an organization of your choice.

[20 MARKS]

QUESTION SIX

Illustrate the significance of the following pillars of environmental responsibility:

- a) Recycle (5)
- b) Re-use (5)
- c) Reduce (5)
- d) Re-think (5)

[20 MARKS]

THE END