



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management

Dec 2011

Graduate Diploma in Materials Management
PAPER No. 12

Packaging and Distribution Management

Date : 17.12. 2011
Time : 10.00 a.m to 1.00 pm

Max. Marks :100
Duration : 3 Hrs.

Instructions:

1. The question paper is in three parts A, B & C.
 2. Part A is compulsory. Each question carries one mark. **Total : 32 Marks**
 3. In Part B, answer 3 questions out of 5. Each question carries 16 marks. **Total : 48 Marks**
 4. Part C is a case study with sub questions and it is compulsory. It carries **20 marks**.
 5. Use of calculator is allowed wherever necessary.
 6. Graph sheets can be used wherever necessary.
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PART - A

Q.1. State True or False

Marks: 08

- 1) The art of packaging is unearthed in the recent past.
- 2) Unitization reduces the number of times a product to be handled.
- 3) Mentioning "Free from Piggery products" is optional for products exporting to Middle East countries.
- 4) Untangible cost is one of the packaging costs.
- 5) Shelf life of OTC package is few days.
- 6) The criterion of stackability is excellent in CFC packages than wooden cases.
- 7) Maturity is the second stage of a PLC.
- 8) Bill of Lading is prepared by Exporter.

Q.2. Fill in the blanks.

Marks: 08

1. A free rice vermicelli pack on buying a ready mix of Gulab Jamoon is an example for pack -----
-----.
2. The use of wood as a box calls for a ----- treatment.
3. Managing a distribution channel often begins with a -----.
4. DRP is used in pure distribution type businesses which ----- stock and ----- products.
5. Perishables under ----- risk to save the freight cost.
6. ----- delivery is getting the packages opened in front of Railways official .
7. ----- is the degree to which a product can fill the available space in a transport vehicle.
8. The ----- zone is the area immediately adjacent to the beginning and the end of the bar code symbol

Q.3. Expand the following.

Marks: 08

1. MAP , 2. CFC 3. FAO 4. NPPO,
5. ACN , 6.ULD , 7. TEU , 8. TIRRA

Q.4. Match A and B

Marks: 08

A	B
1. Prevention of corrosion	a. Pallet
2. Incoterms	b. Gases
3. Time Charter	c. Class eight
4. Pipe line	d. Nutritive value
5. Corrosives	e. VLCC
6. Tankers	f. Vapour Phase Protectors
7. FDA	g. UNCITRAL
8. Work horse	h. Specific period of time

PART - B

Answer any 3 questions out of 5 questions from sl.no.5 to 9.

Q.5. Prove from various marketing and technical requirements for good packaging that packaging can be used as a marketing tool?

Q.6.a. Containers have both advantages and disadvantages. Prove with your explanations.

Q.6.b. Mention the various factors to be considered for selecting a channel member.

Q.7.a. Enumerate various considerations in governing the freight structure for railway transportation.

Q.7.b. Mention important terms and conditions for road transportation.

Q. 8. How air cargo consolidation works? Mention the benefits to airlines, agent and shipper.

Q.9. Write short notes on any four from the following.

- a. Packaging Economics
- b. Ecofriendly Packaging
- c. Tremcards
- d. Advantages of Water Transport
- e. Benefits from Bar Code Technology
- f. Profit Centre concept (Physical Distribution System)
- g. Treatment of damages
- h. Role of pallet & its usage in an industry

PART – C

Case Study

You are appointed as a Packaging Consultant for Vayumitra group of companies. The MD of Vayumitra group asked you to suggest the packaging systems for various goods they are dealing with. Various products involved in this group are Tablets, Capsules, Fruit Juices, Potato Chips and Milk.

Also suggested that some more products they are dealing with needs to be transported at a faster mode due to its perishability nature. They do not want to keep the inventory of these products and also wants to impress the customers with timely & frequent deliveries as and when they wanted.

Clarify the following questions to MD for solving their packaging issues.

10. a. Suggest & briefly explain with an example the Packaging System for the above five products Vayumitra group of companies dealing with. 10 marks

10. b. What type of Transport you suggest for perishable products? And explain how you can reduce the freight costs with major components of total distribution costs. 6marks

10.c. Provide a checklist on Export Packaging ? 4marks
