



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

Dec 2013

Graduate Diploma in Materials Management

PAPER No. 12

Packaging , Distribution & Retail Supply Chain Management

Date : 21.12.2013

Max. Marks :100

Time : 10.00 a.m to 1.00 pm

Duration : 3 Hrs.

Instructions:

1. From Part A – Answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 32 Marks**
2. From Part B – Answer any 3 questions out of 5. Each question carries 16 marks. **Total : 48 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**
4. Please read the instructions given in the answer sheet

PART – A

32 marks

Attempt all question. Each sub questions carries 1 mark

Q.1. State True or False

Marks: 08

- a) In view of depleting natural resources, eco-friendly Packaging should be used.
- b) Packaging costs are visible, invisible, tangible or intangible.
- c) Child proof packaging is essential in case of drugs and poison
- d) The benefits of bar coding in packaging have been highlighted in particular in super markets.
- e) The graphics used in labels should not hurt the sentiments of people.
- f) In Germany, the swastika sign on packages is welcome.
- g) In Saudi Arabia, any advertisement of women wearing saris is considered decent.
- h) Blister packaging is yet another field that is on decline.

Q.2. Fill in the blanks

Marks: 08

- a) The role of is a means of ensuring the safe delivery of a product to the ultimate consumer in sound condition at a minimum cost.
- b) The 3P's of packaging are protection, preservation and
- c) Returns may take place because of a with the performance or change of customer's choice.
- d) The cost of return logistics could be higher as compared to normal transportation.
- e) Packaging cost is determined by the properties and not on percentage cost or affordability.
- f) For moving heavy machines, the only cost that is involved in transportation is tothe movement of machine on the carrier.
- g) Due to concerns, wood is being replaced by corrugated boards.
- h) The adoption of shrink packaging techniques is to expand substantially

Q.3. Expand the following:

- | | | | |
|-------|-------|---------|--------|
| 1.CIP | 2.DES | 3 OHSAS | 4 OCR |
| 5.CFR | 6.DDU | 7.ULD | 8.EPOS |

Q.4. Match the packaging systems (column A) with Commodities commonly packed(Col B)

Column A	Column B
1 Vacuum Packaging	a) Engineering items
2 Blister Packaging	b) unitised packs of oil, fruit juices etc.
3 Inert Packaging	c) perishables
4 Shrink Packaging	d) Capsules, tooth brush
5 Stretch Packaging	e) Handicrafts
6 Skin Packaging	f) Potato chips
7 Modified atmosphere packaging	g) Stabilizing pallets
8 Zero Packaging	h) Tea

PART –B

48 marks

(Answer any 3 questions . Each question carries 16 marks)

- Q5.** What are the various types of packaging? What are the hazards in packaging?
- Q6.** Explain performance report and measurement. Also explain the corrective action that may be needed to bridge the gap between standard and actual performance.
- Q7** How are packaging and containerisation correlated? What are the advantages and disadvantages of containerisation.
- Q8 Distinguish between (Any Four).**
- a) Transport by Sea and Air.
 - b) Customer Service and retail selling.
 - c) Load planning and utilisation.
 - d) Merchandize buying and handling.
 - e) Water transport and through pipe lines

Q9 Write Short Notes on any four:

- a) Packaging of perishable products.
- b) Returnable packages
- c) Cost of transport.
- d) Consolidation of freight
- e) Multi modal transport
- f) Taking delivery of rail consignment
- g) Retailing environment
- h) Automated order processing

PART-C

Marks 20

Q. 10. Case Study (compulsory)

M/s ABC group of companies are engaged in buying, manufacturing, packing and transportation of certain products, namely milk, tea, tablets, fruit juices, flavoured milk, potato chips and some perishable products, besides some heavy engineering equipment/machinery. The company has the culture of moving cargo in pallets. You have been engaged by the company to assist them in packaging issues, so that the work is carried out smoothly. The wastage issues also need to be addressed

You are also called upon to make the whole process smooth and cost effective. The company transports the outgoing cargo through in house vehicles that are available. The company is more than 5 years old in this business, and has a standing in the market.

The purpose of engaging you in the company, is to ensure that proper packing methods are adopted, and if any capital equipment is required that can be arranged, and the company should continue to lead in the segment and increase the market share.

Pl examine the above and answer the questions given below:

1. Examine the types of packing systems that would be required, for each of the products dealt with/manufactured.
2. The Products have to move in pallets that may need stabilizing.
3. Will the heavy engineering machinery require any packing on being loaded on to the carriers.
4. What are the handling equipment that may become necessary.
