

**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**  
**Post Graduate Diploma in Materials Management**  
**DEC-2010**                      **Graduate Diploma in Materials Management**

**PAPER 12**  
**Packaging & Distribution Management**

**Date: 13.12.2010**  
**Time: 10.00 AM to 1.00 PM**

**Max Marks: 100**  
**Duration: 3 hrs**

**Instructions:**

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|--|------------------------|
| 1. PART A: Answer all questions. Each sub-question carry 1 mark.   | <b>Total Marks:32</b>  |
| 2. PART B: Answer any 3 questions out 5 questions of 16 marks each | <b>Total Marks:48</b>  |
| 3. PART C: Case Study (Compulsory)                                 | <b>Total Marks :20</b> |
| 4. Please read the instructions on the answer sheet carefully.     |                        |

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**PART - A**

Q.1. State True or False Marks: 08

1. Packaging is a techno ergonomic function
2. The swastika mark is welcome in Germany but not in India
3. Canning process took place at the instance of Napoleon
4. Capsules are an example of Blister Packing
5. Unitization & Palletisation brings up packaging cost.
6. A channel of distribution includes neither the producer nor the final customer.
7. ULD stands for Uniform Load Device.
8. The higher the fill rate the lower the customer dissatisfaction level.

Q.2. Fill in the blanks. Marks: 08

1. Packaging Acts as a silent ..... and ..... tool.
2. Packaging is a means of ensuring ..... to the ultimate consumer in a sound condition at minimum .....
3. A distribution channel consists of the set of ..... and firms involved in the ..... of title to a product.
4. MRP concerns with the ..... bill of materials where as DRP deals with ..... BOM.
5. Three channels to achieve the strong link between manufacturers and customers in distribution channels are ....., consumers and .....
6. Goods wagons have to be unloaded with in stipulated time. The day light hours are reckoned from .....to .....
7. The claim must be made in ..... with in ..... days after taking delivery of goods.

8. A TEU is a ..... feet length with the width and height being ..... feet each.

Q.3. Expand the following.

Marks: 08

1. E.A.N:-
2. I.P.P.C:-
3. Q.T.S:-.
4. F.F.S systems :-
5. M.C.O:-.
6. O.S.H.A:-
7. M.A.W.B:-
8. H.M.H.D.P.E:

Q.4. Match A and B

Marks: 08

A	B
Peelable coating	d. Food & Drug Act
Strip packaging	e. Adhoc Basis
Heavy machine	f. Floating Units
Packaging law	c. No Packaging Cost
Tramp shipping	g. Foreign Cargo
Barge systems	b. Tablets
Land bridge	f. Floating Units
Automatic identification system	a. Prevent corrosion

### **PART - B**

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

Q.5.A. Define packaging? Mention 5 P's of Packaging Entities?  
Discuss how packaging is a tool for sales promotion.

Q.5.B. Explain in detail the tools of internal performance measurement.

Q.6.A. Explain the constituents of Packaging Cost.

Q.6.B. Mention the various details contained in the BOL. And also discuss the features of BOL.

Q.7. Write short notes on any four of the following.

- a. Advantage of Containers
- b. Distribution of Business Goods
- c. Bar Coding
- d. Unitization
- e. Analysis of Traffic Demand
- f. Conflict Resolution

Q.8. List out all thirteen Incoterms 2000. Discuss in detail 'F' term incoterms.

Q.9. 'Air freight' greatly reduces the major component of the total distribution costs. Prove the statement with your explanations.

**PART – C**  
**Case Study**

Ranga Foods and Beverages Ltd is a large exporter in India. You have been appointed as a Packaging consultant by the firm. The firm needs your expertise on the following issues with respect to Packaging.

Q.10.A. Which type of packaging systems need to be employed for their commodities like milk, tea, fruit juices and potato chips. Explain briefly.

Q.10.B. The firm wants to use corrugated boxes fully to conserve wood. Explain in detail the merits of CFC.

Q.10.C. The firm is devoted towards eco-friendly packaging. To substantiate this concept put to use R3 Technology for reducing the wastages.

Q.10.D. Prepare a good Check List for RFBL to export their packaged goods.