

INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Graduate Diploma in Materials Management

Paper No. 12 [New]
Packaging & Distribution Management

Date : 10.06.2009

Time: 10.00 am to 01.00 pm

Max. Marks: 100

Duration: 3 hrs

Instructions:-

1. From Part **A**, answer all questions (Compulsory). Each sub-question carries 1 mark.
Total Marks = **32**
2. From Part **B**, answer 3 questions out of 5 questions. Each question carries 16 marks.
Total Marks = **48**
3. Part C is a case study with 5 sub-questions (Compulsory). Total Marks = **20**

PART – A

Qn.1 - Choose the right answer:

- 1) A Route in which a Truck delivers a product from a single Supplier to multiple Retailers :
 - a) Channel
 - b) Milk Run
 - c) Distribution
- 2) The document used when multiple shipments are placed on a single vehicle:
 - a) Freight Bill
 - b) Shipping Manifest
 - c) Way Bill
- 3) Efficient Consumer Response ECR combines several Logistics strategies to improve:
 - a) Competitiveness
 - b) Turnover
 - c) Customer Relationship Management
- 4) Which of the following is **NOT** a Packaging function:
 - a) Utility / Convenience
 - b) Product-Mix consideration
 - c) Communication
- 5) A **NODE** refers to:
 - a) A form of Transportation
 - b) A type of Packaging irregularity
 - c) Points to and from which shipments are made
- 6) Distribution Channel involves:
 - a) Middleman
 - b) Retailer
 - c) One or More of the above
- 7) A Distribution Centre (DC) hold inventories to the:
 - a) Maximum Level
 - b) Minimum Level
 - c) None of the above
- 8) LCL stands for:
 - a) Levelled Cargo Load
 - b) Low level Cargo Load
 - c) Less than Container Load

Qn- 2 - State whether TRUE or FALSE:

- 1) Distribution Centre and Warehouse does the same function
- 2) International Transportation is more expensive than Domestic Transportation.
- 3) *CAROUSEL* is a Storage equipment.
- 4) Information of Order status is a *Post Transaction phase*.
- 5) *Price Forecast* is based on information gathered and analyses about demand and stock.
- 6) *Packaging* influences the efficiency of the Logistical system.
- 7) *Distribution Centre* focus on minimizing profit impact of meeting Customer delivery requirements.
- 8) *Freight consolidation* is an activity carried out in Warehousing management.

Qn- 3 – Fill up the blanks (Choose from the bracket):

- 1) ----- is a service in which foreign cargo crosses a country enroute to another country [Cross docking, Land bridge]
- 2) Perishable items to be issued from Warehouse on-----method [FIFO, LIFO]
- 3) MICR stands for [Material In Container Record, Magnetic Ink Character Recognition]
- 4) Mobile Data Terminals (MDT) display ----- [Automatic Vehicle Location, Despatch Messages]
- 5) In the case of freight by railways,PWB stands for ----- [Permanent Way Bill, Parcel Way Bill]
- 6) Time that elapses between the Customer's order placement and the receipt of the product is ----- cycle [Distribution, Order]
- 7) RFID is a system of ----- [Checking, Identification]
- 8) Certificate of Origin is issued by ----- [Freight Forwarder, Exporter]

Qn- 4 – Match column A with column B:

| A | B |
|------------------------------|--------------------------------------|
| 1. Border Wizard | a) International Chamber of Commerce |
| 2. Radiation Detection Pager | b) Air Cargo |
| 3. Channel Mapping | c) Transportation Security |
| 4. Multi-Legging | d) Out Sourcing |
| 5. INCO TERMS | e) Simulation Model |
| 6. 3 PL | f) Transportation Document |
| 7. CAN | g) Distribution Network planning |
| 8. IATA | h) Transportation Management |

PART – B

Answer any 3 questions

Qn-5 (a) What is meant by Vendor Managed Inventory [VMI]?

(b) Briefly explain the basic steps of Retail Sales Process?

Qn- 6 (a) What is Containerisation? What are the different types?

(b) What are the advantages of Containerisation?

Qn-7 (a) Packaging performs 6 Logistics functions – Briefly explain?

(b) What are the hazards in Packaging – Briefly explain?

Qn- 8 (a) What are the factors affecting choice of Distribution Channels?

(b) Briefly explain the classification of Railway freight rates?

Qn-9 Write short notes on any 4 of the following:-

- (a) Transport Emergency Cards (Tremcards)
 - (b) Barge Systems
 - (c) Intermodel Services
 - (d) Green Packaging
 - (e) Lighters aboard a Ship (LASH)
 - (f) Pipeline movement
-

Part - C **Case Study**

Micron electronics Inc. is a manufacturer of Personal computers (PC) that sells directly to the Customers who place orders either through Telephone or Internet. Micron has one assembly facility, located at *Idaho* and also has a sub-contractor, who is able to assemble most popular models. A typical customer order comes in via. the *internet or toll-free-telephone number*. Depending on the type of order, it is allocated either to the *Idaho* facility or to the sub-contractor. Large corporate orders, for example are handled out of *Idaho*. Micron carries almost no Finished Goods Inventory and assembles PC's in response to Customer orders.

A typical order may include a Monitor and a Printer in addition to PC. Micron does not manufacture peripherals such as monitors and printers. They are stored at a depot in *Memphis*, which Federal Express (Fed Ex) operates for Micron. Some peripherals are also held at *Idaho* facility. Thus, the *Order Coordinator* must allocate product to the peripheral order from items in the depot. For an individual order, Fed Ex transports the assembled PC (either from *Idaho* or from the sub-contractor) to *Memphis*, where it is merged with the peripherals. Another possibility is, for Fed Ex to do the merge at a station close to the customer site. For example, an order from *Chicago* can be merged there itself. The merged order is then delivered to the customer. To facilitate this Merge-In-Transit, Micron shares detailed electronic information with the Fed Ex warehouse as PC's ship out of *Idaho*. Customers can track the status of their orders after they have placed them.

For large corporate orders within the U.S., Micron does not use Fed Ex. It uses LTL companies to move the product. Currently these orders are filled using peripherals that are used at *Idaho*.

Micron outsources both PC components and peripherals throughout the world. The company uses Airfreight as well as Ocean transport to move product to the U.S and then a combination of Truck and Rail to move it into warehouses.

CASE QUESTIONS:

1. What are the 4 modes of transport used by Micron? Briefly explain?
2. Large corporate orders are shipped using LTL. Why?
3. Discuss the role of information technology in transportation and distribution with reference to Micron?
4. What you have understood about Merge-In-Transit with reference to this case?
5. What is the role of Fed Ex in Micron electronics? What are the advantages of using the services of Fed Ex?
