



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2014

Post Graduate Diploma in Materials Management

Graduate Diploma in Materials Management

PAPER No. 12

Packaging , Distribution & Retail Supply Chain Management

Date : 20.12.2014

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 case of packaging of Industrial Products, presentation has a major role.
- b) Blister packaging is yet another field that stands to grow.
- c) The cost of return logistics could be significantly higher as compared to normal transportation.
- d) In Germany, the Swastika mark on packages is welcome.
- e) The graphics used in labelling should not hurt the religious sentiments of people.
- f) The benefits of bar-coding on packages have been amply highlighted in super markets.
- g) Water transport is suitable for all commodities and for quick transit.
- h) Pipelines is an ideal means of transporting large quantities of liquid and gases over long distances.

Q.2. Fill in the blanks

Marks: 08

- a) Packaging serves two basic functions: marketing and
- b) Environmental requirement of packaging is reuse, recycle and
- c) Affordable costs the amount to be spent on packaging.
- d) The role of packaging is a means of ensuring the delivery of a product to the ultimate consignee in sound condition at minimal cost.
- e) Secondary packs meant for supermarkets should not exceed ----- weight.
- f) Returns may take place because of a with the performance of the product or due to change of customer choice.
- g) Packaging cost is generally determined by the properties of the product to be moved.
- h) Due to environmental concerns packing is being replaced by corrugated boxes.

Q.3. Expand the following:

1.ULD

2.LMV

3 EPoS

4 OCR

5.CIP

6.JIT

7.LDPE

8.HDPE

Q.4. Match the following: Match A and Match B

A

- 1 Set Standards and Goals
- 2 To reduce cost
- 3 Automatic identification system
4. The need for a control activity
- 5 Optimising load sizes
- 6 In unitized packaging
- 7 LASH was developed
- 8 Packaging for consumer products

B

- a) is motivated by managements intention to reduce the gap between planned and actual performance.
- b) has several payoffs for the profitability of the organisation.
- c) damages to the consignment are minimum due to use of mechanical handling systems.
- d) for inter-vehicle water transport.
- e) shortening transportation and storage time
- f) covers protection, presentation and preservation
- g) that are measurable.
- h) a natural corollary to computer era.

PART B

48 marks

Answer any 3 questions out of 5. Each question carries 16 marks

Q.5 What are INCOTERMS? When and by whom these were formulated. Mention the various INCOTERMS & describe their salient features in detail.

Q.6 Explain the concept of packaging. Explain the principles of packaging relating to logistics functions.

Q.7 What is Modern retailing? What are the challenges faced by the organised retail industry.

Q.8 Write Short Notes on any four of the following.

- a) Distribution Channels.
- b) Air Cargo Consolidation.
- c) Multi Modal Transport.
- d) Eco-friendly packaging.
- e) Distribution Audit
- f) Cost of packaging.
- g) Freight forwarders
- h) Unitization

Q.9 What is SRM, and its role in retail management. Also explain the concept of VMI and its advantages.

PART C

Q. 10 : Case Study: compulsory

20 marks

AUTOMOBILE BATTERY COMPANY

M/s ABC is a very established and the oldest Automobile Battery Company in India based at Chennai. The company has all along concentrated on the two wheeler segment and enjoys a market share of around 60% in the OEM 2 wheeler segment – both Scooters and Motor Cycles. The Company also is a part of well established Two Wheeler Manufacturer, manufacturing both bikes and Gearless scooters. It however has a limitation as it does not Batteries for some of the new generation bikes.

The Company's products are known for their quality and have great acceptability with the customers. The Company already has Regional offices throughout the country for proper support to Distributors and dealers, but wants to expand in a big way in a well structured format.

The Company has recently ventured into supply of 4 wheeler batteries, besides those for Inverters, Gen sets and UPS's and wants to enter the replacement market in a big way, as they are already very well established for the 2 wheeler segment with OEM's and have a brand value.

The Company already has some distributors and dealers in major cities in India, and want to go in a very big way to capture a sizable share in the replacement market considering that they are already well established with OEM's.

The Company wants to appoint you as a Marketing Head, and wants you to develop a strategy to enable them to penetrate and capture the replacement market. The same should cover:

- (a) Which products they should concentrate on.
- (b) What type of distribution strategy to be adopted?
- (c) The Company does not want to spend too much money on advertising, but still wants some advertisement that is economical yet effective.
- (d) What type of feedback mechanism should be devised to address customer complaints if any.
- (e) The Company is open to out of the box suggestions, if that helps in their business, but should not be unethical.

This is an well established group spanning three generations, and have more than two dozen companies, of which this is one. Please assume any data that may be necessary.
