



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Graduate Diploma in Materials Management
PAPER No. 12 (New)
Packaging & Distribution

June 2015

Date : 20.06.2015
Time : 10.00 a.m to 1.00 pm
Hrs.

Max. Marks :100
Duration : 3

Instructions:

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

Total : 32 Marks
Total : 48 Marks
Total: 20 Marks

PART – A

32 marks

Attempt all question. Each sub questions carries 1 mark

Q. 1. Fill in the blank (Do not reproduce the statement).

- i) _____ refers to a container in which the product reaches the end use consumer.
- ii) The two components of packaging are promotional and _____
- iii) Reducing the output from industrial production to manageable consumer size is called _____
- iv) Package _____ is used to help protect fragile items during shipment. .
- v) LASH stands for _____
- vi) Transportation is the most _____ element of logistics operations.
- vii) Transportation cost per unit of weight _____ when size of shipment increases.
- viii) The cargo carrying vessel that operates on destination basis is known as _____

Q.2. State True or False (Do not reproduce the statement)

- a. Packaging is used to add value to a product.
- b. The determining factors for the degree of protection are volume and fragility of the product.

- c. Principle of space utilization suggests making optimum use of available floor space.
- d. AGV is an example of engineered material handling system.
- e. Common carriers can offer service at discriminatory prices.
- f. The price per kilogram to move specific product between two locations is referred to as the rate.
- g. Bill of exchange is filed at customs to clear import cargo.
- h. Maximum insurance cover is provided by institute cargo clause C.

Q.3. Expand the following

- a) FMCG
- b) MVB
- c) CTD
- d) SWMA
- e) LTL
- f) PLUS
- g) TEU
- h) IATA

Q.4. Match A and B

- | A | B |
|---------------------|------------------------------|
| 1) Plastic | a) Extremely large shipments |
| 2) Green dot | b) Select customers |
| 3) Wholesaler | c) space utilization |
| 4) DC network | d) ideal package |
| 5) Water transport | e) Synthetic |
| 6) Contract carrier | f) Vegetarian food |
| 7) Stowability | g) Channel member |
| 8) Perfect cube | h) Hub and spoke |

PART B

48 marks

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

- Q.5. a) What are the functions of packaging?
 b) Discuss various hazards that affect packaging during transportation.

- Q.6. a) What are ancillary materials? Explain the functions of each one of them.
b) Explain the role of labeling in packaging
- Q.7. a) Explain the elements of packaging cost.
b) What is meant by distribution audit?
- Q.8. a) Who are the players in transportation?
b) What are the advantages of air cargo?
- Q.9. Write short notes on any four
- a) Containerization
 - b) SWMA
 - c) Transport economics
 - d) Distribution channel
 - e) Dangerous cargo
 - f) RFID

PART C

20 marks

Q. 10) Case Study

Q.10. Cause marketing continues to play a strong role in food and beverages business strategies, with packaging providing an essential communications vehicle for many of the initiatives.

Results of a cause-marketing study by Cone LLC, a Boston-based strategy and communications agency, indicate that altruism is not the sole driver. Cause-marketing programs are effective in building both brand image and sales.

According to the Core Cause Evolution Study report, “85 percent of consumers have a more positive image of a product or company when it supports cause they care about.” Report also says 80 percent of Americans “are likely to switch brands, about equal in price and quality, to one that supports a cause.”

But getting the word out about cause-marketing programs is key. The study found that “90 percent of consumers want companies to tell them the ways they are supporting causes.” And that is where packaging comes in – as a point-of-purchase component in the media mix, supporting the campaign’s social media, broadcast and print communications.

For Triscuit, a brand of Kraft Foods Inc., Northfield, packaging expresses the brands commitment to “Home Farming” with an on-pack gift of seeds. Triscuit launched the Home Farming movement last year in partnership with Urban Farming, a nonprofit organization.

The idea behind the movement is that everybody can grow herbs and vegetables, even if they live in a city. In 2010, Triscuit and Urban Farming planted 50 community-based-home farms: this year, they will replant those and add 15 new ones. The farms are in 20 cities, and the food grown goes to the farm’s volunteers and local food banks.

Five of the new farms will be planted in low-income housing facilities to address the paucity of healthy food for sale in those communities. These five farms will be in Chicago and Los Angeles: Triscuit and Urban Farming are working with the cities’ housing authorities to develop the farms.

The Triscuit carton plays a motivational role in the campaign. “We wanted to make sure the Triscuit packaging reflected our commitment to making it easy for everyone, everywhere to grow fresh vegetables and herbs. On eight million packages of original and Reduced Fat Triscuit, we attached plantable basil and dill herb seed cards so people can immediately begin planting.’ Says Leslie Waller, Triscuit brand manager.

She adds, “We doubled this allotment from the four million seed cards that were provided last year so that we can help even more people across the country begin planting and enjoying fresh culinary herbs.”

Text and graphics on the Triscuit carton include the message “Plant a Seed/Grow a Movement,” the Home Farming logo, information about Triscuit’s partnership with Urban Farming and directions for planting the seeds. The carton also directs consumers to Triscuit’s Facebook page to learn more.

Questions:

- i) What is cause-marketing?
- ii) What is the role of packaging in the promotion of a product?
- iii) Based on the case study explain how packaging helps in communication
- iv) How packaging played a motivational role in this case.
