

DEC-2009

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

PAPER 12
Packaging & Distribution Management

Date: 10.12.2009
Time: 10.00 AM to 1.00 PM

Max Marks: 100
Duration: 3 hrs

Instructions:

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

Q.1 State whether following statements are 'TRUE' or 'FALSE'

1. The wooden packaging materials are generally fumigated with methyl bromide.
2. The stages of channel member relationship life cycle are birth growth Maturity and Death.
3. Transportation has nothing to do with place utility and time utility for marketing.
4. Time charter is a long term rate, the voyage charter is a short term rate.
5. The freight rate of small consignments are less than the those of bulk rates.
6. A bailee is responsible only when goods entrusted to him are lost or damaged due to his (or his servants) fault or negligence .
7. The process of building up and securing a unit load is termed as unitization.
8. Certificate of origin for the materials is issued by Freight Forwarder.

Q. 2. Write full form of the following terms .

1. L.C.V
2. J. I. T.
3. L. D. P. E.
4. R. F. I. D.
5. C. A. N.
6. A. W. B.
7. M. I. C. R.
8. L. A. S. H.

Q.3 Match the following: (1 mark each)

1	NODE in a transportation system	A	Traffic movement by point to point fast trains
2	Time elapsed between placement of order & receipt of material	B	Maintaining inventory at buyer's location to ensure availability on demand
3	Stock out frequency	C	Issue of perishable items from warehouse
4	Forwarding Note	D	Bar code technology
5	First In First Out	E	Order cycle in a company
6	Vender Managed Inventory	F	Point to and from which shipments are made
7	Dominant print related automatic identification technology	G	Request in prescribed form by consigner giving necessary details about transportation
8	Quick Transit Service or Speed Link Express	H	Probability that a stock out of the desired item will occur

Q. 4. Fill in the blanks:

- Five P's of Packaging are &
- The printed cards giving information regarding potential hazards & authentic advice in case of emergency accompanying the consignment are called.....
- ships operate in all parts of the world without a fixed shipping route and sailing schedule in search of bulk cargo carried in ship loads.
- A service in which foreign cargo crosses a country en route to another country is called
- The advantage ofenabling the importer to take delivery at his convenience has made them very popular.
- A is a for hire carrier that does not serve general public instead it serves limited number of shippers under specific contract.
- The normal dimensions of a 18 tons capacity container is width , height and Length
- A is required to operate a vehicle weighing over 26000 pounds or carrying hazardous materials that require placarding under central law or designed to carry more than 16 persons including the driver of the vehicle.

PART B

- Q.5 a) What is Packaging and describe the role & principles of Packaging in business?
b) Discuss the status and developments of Packaging industry in India
- Q.6 a) What are the suitable Packing systems and Packaging materials for various commonly packed items / commodities. Explain with examples.
b) Explain the importance and features of Bill of Lading . What are the details contained in a Bill Of Lading.
- Q.7 Write short notes on any four of the following.
1. Labelling machines for packaging
 2. Distribution Resource Planning
 3. International Air Transport Association
 4. Packaging and Containerization
 5. Multi Modal Transport
 6. Law relating to carriage of goods in India
- Q.8 (a) Describe the procedure for booking and delivery of consignment by rail.
- Q.8 (b) Explain the main provisions under Motor Vehicle Act 1988 for transport vehicles drivers
- Q.9 (a) What do you understand by INCOTERMS. Explain them in brief.
- Q.9 (b) What are the indicators of internal performance measurement for distribution control.

Part C – (Compulsory)

- Q.10 One of the major Washing Machines manufacturing company with head office in Kolkata has appointed you to look after the all India distribution of the products. The products include six models of Washing Machines. The company has got warehouses in all state capitals serving the requirements / demands from the dealers and customers in towns of the states.
- (i) Based on the experience about consumer goods industry, discuss about the packaging requirements for Washing Machines.
 - (ii) Discuss about the strategy for transportation and safe delivery of Washing Machines up to the final consumers.
 - (iii) Explain the performance measurement tools for reporting and evaluation.
 - (iv) What factor are considered for selecting channel members, their training and motivation.
 - (v) What are the various costs involved at different stages in the distribution channel of Washing Machines .