



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

Dec 2017

Date : 16.12.2017

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 questions. 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 insignificant role.
- b) The fixed cost of air transport is low as compared to rail, water & pipeline.
- c) The variable cost of air transport is extremely high as a result of fuel, maintenance and supporting activities both in-flight and on ground.
- d) There is no ideal transport mode.
- e) Labelling function is an important aspect in packaging.
- f) Packaging serves different functions for different products.
- g) Pipelines is not an ideal means of transporting large quantities of liquid and gases over long distances.
- h) Skin packaging is more suitable for products which are sensitive to heat.

Q.2. Fill in the blanks

Marks: 08

- a) Firms typically utilize scheduled or non scheduled air cargo movements when the situation justifies the cost.
- b) Air cargo brings new markets or brings new markets within and extends market.
- c) Packaging refers to a in which the product reaches the end use customer.
- d) Packaging refers to the protective covering used for the safe transportation of the goods to the importer.
- e) Packaging cushioning is used to help fragile items during shipments.
- f) Conveyers are another of material handling.
- g) Protective packaging is a security preserving the integrity of an item within.
- h) ----- packaging should not be used for those products which are too delicate

Q.3. Expand the following:

a) RFID	b) ERP	c) WIP	d) ICAO
e) UHF	f) WMS	g) IATA	h) DIMS

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

A

B

1 Total quality control can be divided into-	a) Quality on incoming raw material, in-process material and on finished products.
2 Packaging Quality control involves	b) Tea.
3 Principles of safety	c) Handicrafts.
4. Principles of simplification	d) Stabilising pallets.
5 Vacuum packaging	e) reduce, combine or eliminate unnecessary movements.
6 Shrink packaging	f) provide for safe handling methods and equipments.
7 Stretch packaging	g) Product quality and packaging quality control .
8 Skin packaging	h) Unitised packs of oils, fruit juices, mineral water bottles etc

PART B

48 marks

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

Q.5 How has the use of Bar Codes & RFID assisted in the Packaging and Distribution function. Give examples of the use of Bar Codes and RFID where you have seen them.

Q.6 Explain transport functionality and principles. Briefly explain, who are the participants in Transportation decisions.

Q.7 What is distribution plan? What are the channels of distribution? Briefly explain.

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

- a) Unitization.
- b) Air cargo consolidation.
- c) Distribution Audit.
- d) Conveyer system benefits.
- e) Modular system of packaging
- f) Kinds of packaging.
- g) Time to Market
- h) Labelling function

Q.9 Explain the 'concept of packaging'. Also explain the functions of packaging.

PART C

20 marks

Q. 10) Case Study- compulsory

AUTOMOBILE BATTERY COMPANY

M/s XYZ 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 have Batteries for some of the new generation bikes. The company is trying to either import or manufacture these, and will offer the same in a short period of time.

The Company's products are known for their quality and have great acceptability with the customers. The Company already has Regional offices, and Supply Depots 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 All India Marketing Head, and wants you to develop a strategy to enable them to penetrate and capture the replacement market besides retaining the OEM's share. The same should cover:

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

The company does face stiff competition from some of the new entrants, besides the usual cheap Chinese products. Notwithstanding this, XYZ is part of a 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.
