



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM- 2 years

DEC 2023

PAPER No.18 (enrolment code –CPS)

PAPER No. 15 (enrolment code- PSM, CSM)

Packaging & Distribution Management [OFFLINE EXAM]

Date : 20.12.2023

Time : 10.00 a.m to 1.00 p.m.

Max. Marks : 70

Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 10 marks. **Total :30 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**

Part – A

[20 Marks]

(Compulsory - Attempt all questions each question carries 1 mark)

Q.1 Select the right answer

[5 marks]

1. Product convenience is one of the functions of _____
(a) Handle (b) Nozzle (c) container type (d) Packaging
2. This type of packaging may or may not be part of the product that is sold to the customer
(a) Disposable (b) Secondary (c) Recyclable (d) None of these
3. _____ type of packaging improves the strength of the packaged product
(a) Ancillary packaging (b) Adhesives (c) Stiffeners (d) Steel band
4. A _____ company is contracted to provide logistics services to a partner company
(a) Transportation (b) 3PL (c) Storage solutions (d) Shipping solutions
5. _____ of packaging materials must be familiar with inventory management operations
(a) Suppliers (b) Planner (c) Purchaser (d) None of these

Q.2 Fill in the blanks

[5 marks]

1. Products can be distributed to global consumers with the help of _____ tools
2. _____ should be cost effective and be able to reach out to the customer on time
3. _____ is the process of moving materials from customers to the manufacturers
4. Direct channel is the method of distribution when the _____ sells to consumers _____
5. _____ refers to the method of buying and selling through the internet

Q.3 Mention True or False

[5 marks]

1. Roadways is the most economical way to transport bulk materials
2. Market factors are not a significant factor in the finalization of the distribution channel
3. Cost of network design is one of the important factors in the design of distribution network
4. The primary packaging is the one that comes in contact with the product
5. Caps and closures are components of the primary packaging

Q.4 Match The following**[5 marks]**

COLUMN A		COLUMN B	
Sr. No.		Sr. No.	
1	Heavy goods and cheap transport	A	Intermediaries
2	Direct sales	B	Ocean transport
3	Ambiguity in roles & rights	C	Manufacturer to consumer
4	Distribution network design	D	Distribution channel conflict
5	Value added resellers	E	Cost of inventory

PART - B**[Total 30 marks]****Answer any THREE out of the following five questions:**

- Q5.** (a) What is the role of packaging in the e-commerce transactions? **[5 marks]**
 (b) How is packaging an important part of logistics? What are its functions? **[5 marks]**
- Q6.** (a) What is the concept of transportation and what are its important functions? **[5 marks]**
 (b) Explain green packaging impact. Name the steps to reduce the environmental impacts. **[5 marks]**
- Q7.** (a) Explain the concept of distribution and explain the need for it. **[5 marks]**
 (b) What is a label? What are its functions and what are the advantage and disadvantages? **[5 marks]**
- Q8.** (a) What are the factors that have to be considered while deciding on a distribution channel? **[5 marks]**
 (b) Explain briefly all the basic requirements of packaging? **[5 marks]**
- Q9.** (a) What are the characteristics of distribution channel? Explain direct and indirect channels. **[5 marks]**
 (b) What is the significance of packaging in the supply chain? **[5 marks]**

PART - C**[Total: 20 Marks]****Q.10****CASE STUDY (Compulsory)**

Mr. Bruce is the owner of a company manufacturing soaps. Competition in this sector has increased with the introduction of a few new brands. He was contemplating on methods to increase the sales. He visited a store to find out what could be the reason. While he was watching the various soaps displayed an idea occurred. He immediately called his team and put them to work. The idea was to focus on target customer groups like men, women and children. The sales went up but it also reduced his profit margin.

This led to a much bigger exercise of identifying the breakup of costs. With this information an exercise was carried out to identify areas of possible reduction and simultaneously implement them. This further encouraged Mr. Bruce to identify other areas to affect cost reduction. Inefficiencies were identified in the distribution network which was identified as poor network framework. Effort was identified to improve the network efficiency.

The whole world was focusing on the environment and Mr. Bruce wanted to introduce an unique selling point in his product focusing on the environment.

Questions:

1. What was the idea that occurred? What were the factors identified to improve the marketability?
2. What were the factors identified that had an impact on the cost?
3. What are the factors that influence the design and efficiency of the distribution network?
4. What could be the USP identified by Mr. Bruce for his product?
