



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM- 2 years

Dec 2023

PAPER No. 15 (enrolment code- PSM) [ONLINE EXAM]

Packaging & Distribution Management

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]

Q.1 Fill in the blanks

[5 marks]

- 1) Printing inks used in packaging are _____ packing materials
- 2) _____ is the process of reducing environmental damage during logistics operations
- 3) _____ are the last link to the customers in the distribution chain
- 4) The oldest and the simplest form of distribution channel is the _____
- 5) Planning to stock and selling products with display in store shelf strategy is _____

Q.2. State True or False

[5 marks]

- 1) The third-party logistics company is only used to store intermediate inventory
- 2) Shelf-life testing is carried out to estimate the useful life of the product
- 3) Ancillary packing materials are the materials used at the time of transportation of goods
- 4) Flexible packaging is that packaging that is essentially done by wrapping
- 5) Green packing is the use of materials and process to protect and save the environment

Q.3 Abbreviations – expand it

[5 marks]

- 1) SWMA 2) CFTRI 3) VAR 4) B2B 5) AGMARK

Q.4 Match the following

[5 marks]

COLUMN A		COLUMN B	
Sr.No.		Sr. No.	
1	Tertiary Packing	A	Primary packing
2	Labels	B	Transportation
3	Containment function	C	Manufacturer to consumer
4	Wholesalers	D	Ancillary packing
5	Direct marketing channel	E	Intermediaries

PART B

(30 Marks)

(Attempt any 3. Each question carries 10 marks)

- Q.5 a)** What are the essential functions of marketing fulfilled by packaging? **(5 Marks)**
b) What are the important functions of transportation in a distribution system? **(5 Marks)**
- Q. 6 a)**What are the conflict management methods in a distribution channel? **(5 Marks)**
b)Explain the factors that play an important role in packing in e-commerce **(5 Marks)**
- Q.7.**What are the measures used for control of distribution channel performance? **(10 Marks)**
- Q.8. a)**Explain the methods to reduce the negative effects by use of green logistics **(5 Marks)**
b) Explain some of the common intermediaries involved in distribution and their roles **(5 Marks)**
- Q.9.a)** What is the contribution by the distribution networks in the physical movement of materials? **(5 Marks)**
b)Explain the various modes of transportation available for physical movement of goods? **(5 Marks)**

PART –C

[20 marks]

Q. 10. Case study – Compulsory

M/s MSP industries is a manufacturer of products for the consumer market. The products are of good quality and they have been able to get repeat orders from their existing customers. At present they have a limited market reach since they carry out the marketing and distribution activities by themselves. M/s MSP industries have big plans to expand their capacity and they have to reach out to new customers to utilize the additional capacity

The location of M/s MSP industries is in a backward district. Transportation and logistics are a challenge. The expenses towards transportation of small quantities have been continuously increasing with the increase in customers. The increase in cost has been contributed by the packing itself and the multiple shipments.

New customers from far off locations have shown interest in the products. This has made MSP industries to explore the use of e-commerce to reach out these customers and to expand their market reach.

A detailed investigation of the transportation needs and customer locations have led to the identification of 3 locations with excellent connectivity across a vast geographical area. This, they are sure, will help in market expansion that is being planned. This kind of distribution system is new to MSP Industries

The expansion of operations may lead to additional systems / processes / agencies / transporters. This can lead to conflicts / delays / inefficiencies during operations.

M/s MSP Industries have to take decisions in the following areas.

Questions:

1. What must be the approach of MSP industries to reduce the cost of packing while reducing the transit damages. **[5 marks]**
2. What is the method of packing that must be followed in order to keep sustainable packing cost under control? **[5 marks]**
3. What methods should be adopted by MSP industries in order to reach out to a larger market keeping the transport cost to a minimum? **[5 marks]**
4. What are the methods that can be used to manage all the new agencies who will be participating in the new systems and processes? **[5 marks]**
