



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM

Dec 2024

PAPER No. 15

(enrollment code - CSM, PSM)

PACKAGING AND DISTRIBUTION MANAGEMENT

Date : 26.12.2024

Time : 10.00 a.m to 1.00 p.m

Max. Marks: 70

Duration : 3 Hrs.

Instructions:

1. Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark - Total 20 marks
2. 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. Read the case carefully and answer the questions - Total 20 marks

PART – A

(20X1= 20 Marks)

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

Q.1 Write True or false

[5 marks]

- 1.1. Corrugated boxes are usually made from new paper.
- 1.2. Consumer packaging is concerned small units of products which are generally large in numbers
- 1.3 Flexible packaging is compatible with environment
- 1.4 Apple is known also for minimalist packaging manufacturer to customer
- 1.5. The major components of physical distribution are ware housing, transportation and Inventory control

Q.2 Write Full Form (Any Five)

[5 marks]

- 2.1 - FTC 2.2 - CFTRI 2.3 - FSSAI 2.4 - WPO 2.5- VAR

Q.3 Match the following [5 marks]

	Column A		Column B
3.1	Peelable coating	a.	Intermediary
3.2	Strip packaging	b.	Place & time utility
3.3	Distribution	c.	Prevent corrosion
3.4	Agents	d.	Machinability (manufacturability)
3.5	Antiblock agent	e.	Tablets

Q.4 Fill in the blanks [5 marks]

- 4.1 The ----- is main form of protection as it covers the product to protect it from the environment and effects of material handling
- 4.2 The ----- packaging of product gives details regarding destination point and instructions related to handling
- 4.3 As per -----, specific food items such as confectionary above 500 gms must be sold in Packed condition.
- 4.4 Using recycled and ----- packaging can make shipments extremely eco friendly to customers
- 4.5 ----- refers to intermediaries who buy and sell products for a profit in different countries

PART-B

Write any three (3) of the following questions 10 marks each

(30 Marks)

Q.5.A.State main objectives of packaging

[5 marks]

B. Explain various types of costs attached to packaging

[5 marks }

Q.6. A. Describe functions of labelling and discuss its advantages vs, disadvantages[5 marks]

B. Discuss role of packaging in Ecommerce

[5 marks]

Q,7 Write short notes on any 2 of the following: - [2x5=10 marks]

a., Logistics as one of packaging drivers

b. Ecofriendly packaging

c. Push &pull strategy

d. SWMA

Q.8.a. Enumerate principles of green packaging and describe few strategies.[5 marks]

b. What are the factors influencing choice of DC[5 marks]

Q.9. Explain in brief the functions and structure of distribution Channel? Describe the factors that affect the choice/change of Distribution Channels.[10 marks]

PART - C [Compulsory]

(20 marks)

Q. 10

Macdonald serves roughly 70 million people through its 40k restaurants globally. Being a fast-food chain, raw material WIP, finished goods have to be managed on fast track and hence process of stock management & distribution net working was always a major challenge. FIFO at Macdonald meant raw material is consumed as soon as it arrives and there is always a fresh stock since Mac burger get sold as soon as made.

With increasing number of restaurants, restaurant managers started finding it difficult to manage both supplies and customer service. So, they started restaurant supply planning department with specialist central stock management function. This department was would always be in regular touch with restaurant managers on email or phone to track demands and local events. The planning team incorporates this information into new planning and planning team forecasts demands of finished menu items. The central planning team consisted of specialist stock controllers and employees who worked previously in restaurants. It consisted of 15 regional planners who would work with 85 restaurants each, they would be in regular communication with restaurants to latch on to every bit of information, as system would work well as long as data provided is up to date and accurate. The communication system benefited restaurants managers by effectively taking stock of inventories between individual restaurants and central planning team. This effectively ensured that restaurants can produce meals required according to the forecast made and levels of demands.

The entire distribution network system and these various methods helped Macdonald take hard work out of stock management. The restaurant managers were free to focus on delivering Mac's high standards of quality and quick service. Efficient stock management helps in waste reduction and in turn costs. This enables Macdonald to provide better service at lower prices

Questions:

1 What is distribution net working .[4 marks]

2 How is Marburgers planning done? .[4 marks]

3 What were the issues faced by Macdonald? .[4 marks]

4 Why was there improvement in working of Macdonald? .[4 marks]

5 What is restaurant planning department and how it is functioning ? .[4 marks]

(Read the case fully .Use your learnings on distribution planning ,Inventory management etc to fill in the gaps , if any , in above case to answer questions)