



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM

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

Dec 2025

PACKAGING AND DISTRIBUTION MANAGEMENT

Date : 24.12.2025
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. Fill in the blanks. (Do not reproduce the statement)

[5 marks]

- i) ----- helps consumer Understand the product and its features, instructions for use)
- ii) The size and shape of packing has an impact on cost of -----.
- iii) The ----- packaging function is to protect and ----- the product
- iv) Channel where the manufacturer sells to the end consumer is called as-----Channel.
- v) ----- between the manufacturer and the channel helps to prevent conflicts.

Q.2. State True or False (Do not reproduce the statement)

[5 marks]

- i) Organization which opts for intermediaries to market products to foreign country has less control over its market.
- ii) Retail package is the best and last choice to make a sale.
- iii) It is complex task to generalize DC structure across industries.
- iv) Green logistics / packing focuses on Reducing the cost of the packing.
- v) Carry bags can be termed as ancillary packaging.

Q.3. Expand the following

[5 marks]

- i) FTC
- ii) SWMA
- iii) FSSA
- iv) PET
- v) GSM

Q.4. Match A and B

[5 marks]

	Column A		Column B
1.	Ancillary packaging	A	Prevent corrosion
2.	Peelable coating	B	Flexible Packaging
3.	VAR	C	promotion
4.	Push Strategy	D	Intermediary
5.	Universal Ink	E	contamination

PART - B

[Total 30 marks]

Answer any THREE out of the following five questions:

- Q. 5.** a) Define packaging? What are functions of packaging? Elaborate with focus on Ecommerce [5marks]
b) Write a note on role of additives in plastics. How PFA rule helps in safe use of plastics for food items? [5marks]
- Q.6.** a) Describe essential drivers of packaging with examples. Elaborate 3rd driver, Logistics. [5marks]
b) write a note on role of additives in packaging, including migration of additives [5 marks]
- Q.7.** a) What is Green packaging and how it is important today [5 marks]
b) Describe distribution functions. [5 marks]
- Q.8.** a) Discuss on contributions of distribution networks. [5 marks]
b) Write on distribution channel conflicts and how to manage them. [5 marks]
- Q.9.** Write short notes any two: (2 x 5 = 10 marks)
a) Push Pull strategies in distribution
b) Tradeoffs in transportation design
c) New trends in E commerce packaging
d) Controlling channel performance

PART - C

[Total: 20 Marks]

Q.10

CASE STUDY (Compulsory)

Ajax corp manufactures branded glass wares for home use like glasses, dishes, decorative items etc. With plant in Tarapur. The company has a turnover of Rs 100 crores. Being well established brand Sales were good.

After establishing the products quality, Ajax focused on the large home center chain stores, like Home center, One stop, Reliance etc. Today, more than 80 percent of sales are to these retail chains, without these chain customers, Omega now would be a small, struggling manufacturer.

Over last 2 years however Ajax had to continually upgrade on its distribution infrastructure to meet requirements of these chains like installation of EDI /CRM software that permits the buyers to assess Omega's inventory data file to determine availability, to place orders and to verify shipment status. The latest demand from one is to reduce cycle time by shipping orders directly to the stores.

So far, Ajax receives an order that is a consolidation of store orders to be served from a chain distribution warehouse. The order is sent in truckload quantity to the distribution warehouse, where the individual store quantity is broken out and sent to the store. With no transshipment involved, Ajax uses packaging of 2 ply corrugated box for individual packing of all the products. For shipping these individual packets are arranged in a wooden box filled with shredded paper or wood carvings to avoid collision among products.

Now not only Ajax has to possibly loose on comfort of full truck load, but also face risk of transit breakages on account of part loads. Ajax MD, Sachin is fully worried on next steps

Ajax logistics manager, Tom suggests 2 options, 1. Use of freight consolidation soft ware to make a full truck load over period or 2. To establish a series of distribution warehouses in the major market cities like Mumbai, Pune with minimal inventory equal to one store order. Tom's vision includes truckload shipments from the plants to the distribution centers and cross-docking of products from incoming trucks delivering orders to specific stores.

First option involves shipment delay due to wait for consolidation and potential transit breakages. Second option involves huge capital cost investment in addition to local transport costs

Is there 3rd option? Can he change packaging design to suit part shipments with no breakages? What should Sachin do?

Questions:

- 1) What should Sachin do? [4 marks]
- 2) What suggestions can be given to the management on the packaging? [4 marks]
- 3) What are the suggestions for improving the transportation? [4 marks]
- 4) Can Ajax review decision to allocate 80% capacity to few large customers like home center? [4 marks]
- 5) In your opinion what Ajax should do to reduce cycle time? [4 marks]