

Exam Name : PGDSCM & L-Packing and Distribution Management

Total Questions : 50

Q.1 Multiple functions of packaging are

Marks: 2

Question ID:
6288213

No	Options Details	Select Option
1	Information, protection, placement and price	
2	Price, marking, protection and promotion	
3	Publicity, protection, placement and price	
4	Identification, convenience, protection and promotion	

Q.2 Packaging may be carried out in multiple levels with each having a specific function.
They are

Marks: 2

Question ID:
6288214

No	Options Details	Select Option
1	Primary packaging, Secondary packaging and Tertiary packaging	
2	Protective packaging, Primary packaging and Carton box packaging	
3	Protective packaging, Carton box packaging and the Secondary packaging	
4	Protective packaging, Secondary packaging and Carton box packaging	

Q.3 The packaging that is not seen by the consumer is

Marks: 2

Question ID:
6288215

No	Options Details	Select Option
1	The primary packaging	
2	The secondary packaging	
3	The tertiary packaging	
4	None of these	

Q.4 According to Marty Neumeier

Marks: 2

Question ID:
6288216

No	Options Details	Select Option
1	The retail package is the best method to attract consumer	
2	The retail package is the last & best chance to make a sale	
3	The retail package helps in proper display at the store	
4	The retail package is essential to the sale of goods	

Q.5 Ancillary packaging materials provides the functionality of

Marks: 2

Question ID:
6288217

No	Options Details	Select Option
1	Attractiveness and utilitarianism	
2	Adding benefits to the primary packaging like supports and strength	
3	Does not provide any significant benefit to packaging	
4	Being a bridge between the primary and secondary packaging	

Q.6 According to Mason and Rath, the label

Marks: 2

Question ID:
6288218

No	Options Details	Select Option
1	Is a decorative piece of tag that is part of the product promotion	
2	Is used only for product identification and normally carries the brand name	
3	Does not contain anything worth while that is helpful to the consumer	
4	Is an informative tag, wrapper or seal attached to a product or a product's package	

Q.7 Caps and closures are

Marks: 2

Question ID:
6288219

No	Options Details	Select Option
1	Used to seal the container and prevent adulteration	
2	Used to seal the container and provide safety to consumer	
3	Used to seal or cover the container to retain contents and prevent contamination	
4	Used to seal the container and provide for easy dispensation	

Q.8 Labels help consumers to

Marks: 2

Question ID:
6288220

No	Options Details	Select Option
1	Understand the product and its features, instructions for use and help identify adulteration	
2	Is a decorative tag	
3	It does not serve any purpose	
4	None of these	

Q.9 Indian Institute of Packaging has defined packaging as

Marks: 2

Question ID:
6288221

No	Options Details	Select Option
1	The processes of selection of the package	
2	The process that embraces the functions of package selection, manufacturing, filing and handling	
3	The process of putting the product and sealing	
4	The process of selection of the container and sealant	

Q.10 The main drivers of packaging are

Marks: 2

Question ID:
6288222

No	Options Details	Select Option
1	Product Marketing, Package Design, Logistics, Cost and Environment	
2	Influence of logistics on packaging	
3	Cost factor of packaging and its impact on the environment	
4	All of these	

Q.11 The size and shape of packing has an impact on

Marks: 2

Question ID:
6288223

No	Options Details	Select Option
1	The cost of packing	
2	The cost of transportation	
3	Both A & B	
4	Neither A nor B	

Q.12 What is the function of a distribution channel ?

Marks: 2

Question ID:
6288224

No	Options Details	Select Option
1	Is to ensure the flow of products to the ultimate consumer	
2	Is to ensure that products reach the wholesaler	
3	Is to ensure that the products reach the transporter	
4	Is to ensure that the products reach the whole sale depot	

Q.13 The channel where the manufacturer sells to the end consumer is called as

Marks: 2

Question ID:
6288225

No	Options Details	Select Option
1	Intermediate selling	
2	Direct selling	
3	Retail selling	
4	Indirect selling	

Q.14 The activity that ensures the flow of materials / products to the reseller or recycler is

Marks: 2

Question ID:
6288226

No	Options Details	Select Option
1	The intermediate seller	
2	The scrap dealer	
3	The retails store	
4	The reverse channel	

Q.15 Flexible packaging , Reduction in use of plastic and sustainable packaging is the current trend in

Marks: 2

Question ID:
6288227

No	Options Details	Select Option
1	Packing for road transport	
2	Sea Freight packing	
3	E-commerce packing	
4	Air freight packing	

Q.16 Factors of packing that influence a customer to buy the products are

Marks: 2

Question ID:
6288228

No	Options Details	Select Option
1	Clean and simple design with graphics that are innovative. Vintage packing	
2	Packing has minimum influence on the customer	
3	The customer decides based on the past experience with the product	
4	Packing must be cost effective to attract the customers	

Q.17 According to Philip Kotler the distribution channel is

Marks: 2

Question ID:
6288229

No	Options Details	Select Option
1	A set of independent organizations involved in the process of making the product or service available for use	
2	A set of independent organizations that support each other in business	
3	A set of independent organizations that employ people to keep the channel running	
4	A set of independent organizations that are involved in moving the rejected items	

Q.18 The physical network is important

Marks: 2

Question ID:
6288230

No	Options Details	Select Option
1	In that it has to reduce distribution cost	
2	In that the reduction in cost helps to stabilize the network cost	
3	In that Efficiency of the physical network helps to improve customer services	
4	All of these	

Q.19 Flows associated with the distribution network are

Marks: 2

Question ID:
6288231

No	Options Details	Select Option
1	Material flow from manufacturers to customers	
2	Cash flow from customers to the manufacturers	
3	Information flow from manufacturer to customer and from customer to manufacturer	
4	All of these	

Q.20 Direct channel is one where

Marks: 2

Question ID:
6288232

No	Options Details	Select Option
1	The manufacturer and the consumer interact through the wholesaler	
2	There is no interaction with the manufacturer	
3	The manufacturer and the consumer are interact without intermediaries	
4	The manufacturer has only one agent to take care of all needs	

Q.21 Distribution channels must support the manufacturer to

Marks: 2

Question ID:
6288233

No	Options Details	Select Option
1	Increase sales, Identify new markets, decide on the network design and improve channel performance	
2	Hold the inventory at multiple locations	
3	Select and evaluate channel alternative for continuous improvement	
4	All of these	

Q.22 Reasons for conflict with a channel can be due to

Marks: 2

Question ID:
6288234

No	Options Details	Select Option
1	Conflicting goals, Ambiguity on roles and rights and differing perceptions	
2	The channels are overworked with not enough margins	
3	The channels are not supported by the manufacturer	
4	The channels are inefficient	

Q.23 Continuous communication between the manufacturer and the channel

Marks: 2

Question ID:
6288235

No	Options Details	Select Option
1	Can create confusion with overburden of information	
2	Is essential to collect data for analysis	
3	Helps to prevent conflicts	
4	Fosters friendship	

Q.24 Customer preference, location of the customers

Marks: 2

Question ID:
6288236

No	Options Details	Select Option
1	Have an important role in the market analysis to set up the channel	
2	Is required to identify local talent for recruitment	
3	Is required to analyse the market	
4	Is required to satisfy the customers needs	

Q.25 Inbound logistics represents the

Marks: 2

Question ID:
6288237

No	Options Details	Select Option
1	Movement of goods that are the inputs to the manufacturer	
2	movement of goods that move into the warehouse	
3	movement of goods from the wholesaler to the retailer	
4	movement of goods to the ultimate consumer	

Q.26 Reverse logistics

Marks: 2

Question ID:
6288238

No	Options Details	Select Option
1	Refers to the movement of goods in the reverse direction	
2	Does not refer to the movement of goods	
3	Refers to the movement of goods from the consumer to the manufacturer	
4	Refers to the movement of products to the retailer	

Q.27 Railways

Marks: 2

Question ID:
6288239

No	Options Details	Select Option
1	Is used to carry large volumes of load	
2	Is not economical compared to road transport	
3	Is more suited for passenger movement than goods	
4	Can be used to move materials from door to door	

Q.28 What are the important aspects of design that must be considered in package design ?

Marks: 2

Question ID:
6288240

No	Options Details	Select Option
1	Product Protection	
2	Product transportation and ease of usage	
3	Comfort of handling and storage	
4	All of these	

Q.29 Important aspects of logistics that must be built into the package are

Marks: 2

Question ID:
6288241

No	Options Details	Select Option
1	Product Handling, Storage, Safety, Healthiness and Transportation	
2	Weight of packing	
3	Protective nature of the package	
4	None of these	

Q.30 Green logistics / packing focuses on

Marks: 2

Question ID:
6288242

No	Options Details	Select Option
1	Reduces the packing time and effort	
2	Reducing the environmental damage that can be caused by the packing materials	
3	Reducing the cost of the packing	
4	Making the package as light as possible	

Q.31 One of the alternatives for plastics is the use of

Marks: 2

Question ID:
6288243

No	Options Details	Select Option
1	The use of plastics cannot be avoided	
2	The avoidance of plastics can damage the product and make it useless	
3	Biodegradable plastics or Using plant based plastics there are 100 % recyclable	
4	The only way to avoid plastics is to ban them	

Q.32 One of the methods that is used to make the plastic packaging biodegradable is

Marks: 2

Question ID:
6288244

No	Options Details	Select Option
1	The use of additives in the packing material that make it biodegradable	
2	Changing the chemical composition of the package	
3	The setting up a system for decomposing the material	
4	That it is not possible to as such technology is not available	

Q.33 What is a distribution channel ?

Marks: 2

Question ID:
6288245

No	Options Details	Select Option
1	The physical channel that is used for moving the raw materials	
2	The physical channel used for the removal of the rejected materials	
3	The physical movement of materials within the shop floor for the manufacturing process	
4	Is the physical movement of goods through all the agencies from supplier to the final consumer	

Q.34 An effective communication system

Marks: 2

Question ID:
6288246

No	Options Details	Select Option
1	Helps to identify the persons making mistakes so that they can be punished	
2	Ensures a smooth flow of goods through the distribution channel	
3	Is a wasteful additional expense	
4	Is not essential for efficient operation of the distribution channel	

Q.35 The most important requirement of the distribution channel is

Marks: 2

Question ID:
6288247

No	Options Details	Select Option
1	To serve the company that has created the Channel	
2	To provide employment some additional persons	
3	Satisfaction to the customers who use the channel	
4	To ensure that there is no wastage of material in the channel	

Q.36 Distribution network is a system with the following components

Marks: 2

Question ID:
6288248

No	Options Details	Select Option
1	The warehouse, the transport system and the people running it	
2	The customers, the distribution centres and the distribution sources and their mutual connections	
3	The manufacturer, the consumer and the transportation network	
4	All of these	

Q.37 Some of the common functions (additional) carried out by the channels are

Marks: 2

Question ID:
6288249

No	Options Details	Select Option
1	Operations carried out are warehousing, assembling and sorting of goods	
2	Operations carried out are storage only	
3	Operations carried out are related to quality services	
4	Operations carried out are not relevant to channel operations	

Q.38 One of the major contribution of the distribution networks is

Marks: 2

Question ID:
6288250

No	Options Details	Select Option
1	To enhance the delivery efficiency to the final consumer	
2	To deliver to the consumer with the least cost per transaction	
3	Provide feed back from the consumer to the manufacturer	
4	All of these	

Q.39 The distribution network design has to take into account the following factors

Marks: 2

Question ID:

6288251

No	Options Details	Select Option
1	Communication within the system and the network	
2	Inventory cost, transportation cost, material handling cost and the cost of communication	
3	Optimization of inventory is the only factor in the design	
4	Transportation is the major factor in design and others are insignificant	

Q.40 Transportation decisions are based on

Marks: 2

Question ID:

6288252

No	Options Details	Select Option
1	Achieving the objectives of required response to customer at minimum cost	
2	Achieving the fastest movement of goods irrespective of cost	
3	Achieving the lowest cost irrespective of customer requirement	
4	Availability of railways or water borne transport	

Q.41 The distribution control and management is

Marks: 2

Question ID:
6288253

No	Options Details	Select Option
1	Essential for the success of the company's objective	
2	Not very important	
3	Company objective and channel objectives are different	
4	Difficult to manage as it is run by another organization	

Q.42 Distribution expense gross margin ratio is

Marks: 2

Question ID:
6288254

No	Options Details	Select Option
1	The ration of the expense to that of the area served by the distribution network	
2	The ration of the cost of the product to that of the cost of distribution	
3	The ration of the cost of transportation to that of the cost of the product	
4	The ratio of the cost of the services to the market share of the product	

Q.43 One of the methods of collecting feedback from the customer on the channel performance

Marks: 2

Question ID:
6288255

No	Options Details	Select Option
1	Is by means of a questionnaire	
2	Is by observing and behaviour of the customers	
3	Is by the complaints received from the customers	
4	Is by the complaints received from the company	

Q.44 Two level channel has

Marks: 2

Question ID:
6288256

No	Options Details	Select Option
1	The wholesaler interacting with the manufacturer and the retailer interacting with the consumer and the wholesaler and retailer interacting with each other	
2	The Wholesaler interacts with both the manufacturer and the consumer	
3	The retailer interacts with the consumer and the manufacturer	
4	All the agencies interact with each other	

Q.45 Sustainable packaging affects the industry by

Marks: 2

Question ID:
6288257

No	Options Details	Select Option
1	Increasing the cost due to technology and limited availability	
2	Increasing the cost	
3	Reducing cost, making the packing safe, conserves the environment	
4	Makes the packing untrustworthy to protect the product	

Q.46 When the products are sold through wholesale dealers and or retail dealers is called as

Marks: 2

Question ID:
6288258

No	Options Details	Select Option
1	The Distribution channel	
2	The multiple agency concept	
3	Selling through intermediaries	
4	The multi nodal network	

Q.47 What are the important aspects of marketing brought out in the package?

Marks: 2

Question ID:

6288259

No	Options Details	Select Option
1	Attention capturing	
2	Brand visibility	
3	Target and focus on target consumers	
4	All of these	

Q.48 Name a few ancillary packaging materials used in packaging

Marks: 2

Question ID:

6288260

No	Options Details	Select Option
1	Adhesives, Printing inks, labels, Caps and closures	
2	Packing box, Pallets, PVC wraps	
3	Carton boxes, Flexible packing plastics	
4	Carry bags	

Q.49 The secondary packaging serves the function of

Marks: 2

Question ID:
6288261

No	Options Details	Select Option
1	Being close to the primary packaging	
2	Helps with the convenience of handling the product	
3	This normally helps in the transportation	
4	All of these	

Q.50 The primary packaging serves the function of

Marks: 2

Question ID:
6288262

No	Options Details	Select Option
1	Protecting the product and promoting the product	
2	Convenience of handling only	
3	Convenience of transportation	
4	Safety of the consumer	