



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management- 3 years
Graduate Diploma in Materials Management
PAPER No. 12
Packaging & Distribution

July 2019

Date : 27.07.2019

Max. Marks :100

Time : 10.00 a.m to 1.00 pm

Duration : 3 Hrs.

Instructions:

1. From Part A – Answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 32 Marks**
2. From Part B – Answer any 3 questions out of 5. Each question carries 16 marks. **Total : 48 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**
4. Please read the instructions given in the answer sheet

PART – A

32 marks

Attempt all questions. Each sub questions carries 1 mark

Q.1 State whether the following statements are True or False. [8 marks]

- 1.1.The growth of containerization boosted development of a multi-modal transportation network throughout the globe.
- 1.2. An air waybill (AWB) or air consignment note, is document of title to the goods.
- 1.3. Apart from the functional needs, a good package should also have to give due consideration to the attitudes of the end-users.
- 1.4. Packaging decisions are not influenced by certain environmental factors like weather , climate and Legal factors etc.
- 1.5. When a brand name or brand mark is registered and legalized it becomes a trade mark.
- 1.6.In case of development of Industrial packages, the main emphasis is laid on safety of the product rather than on presentation.
- 1.7. Unitisation increases handling cost , labor cost and transportation cost.
- 1.8. Containerization has ensured safety and security to the product during transportation.

Q.2 Fill in the blanks:

[8 marks]

- 2.1 -----packaging material is used to protect fragile items.
- 2.2 Peel able coating is done to prevent product from

2.3----- is a national apex body set up in 1966 by the Packaging and Allied Industries and the Ministry of Commerce, Government of India .

2.4 Blisters and Bottles are used as ----- packaging materials for Pharmaceutical Packaging.

2.5 To ensure safe and secure transportation, exporters are mainly transporting their shipment through -----

2.6 Bill of lading is ----- a negotiable instrument.

2.7 Packaging with ----- helps to keep crisp food fresh.

2.8 Water way transport is most ----- compare to cost of other mode of transportation.

Q.3. Expand the following:

[8 marks]

- 3.1 OSHA 3.2 HM HDPE 3.3 DWT 3.4 ULD
3.5 RFID 3.6 CIP 3.7 IEC 3.8. DGFT

Q.4. Match A and B

[8 marks]

A	B
3A.1) Pipe line	3B.1) Heavy / Engineering equipment's
3A.2) Time Charter	3B.2) Information transmission
3A.3) Packaging and Labeling	3B.3) Moisture Absorption
3A.4)Barcode	3B.4) Intermodal transport
3A.5) Containerization	3B.5) Primary and secondary packaging
3A.6) Pharm products	3B.6) Automatic identification
3A.7) Blue Silica Gel	3B.7) Specific period of time
3A.8) Zero Packaging	3B.8) Low cost transport

PART - B

(48Marks)

Answer any 3 questions out of 5. Each question carries 16 marks each

- Q.5 A) What is the concept of Packaging & Labeling and role of design in Packaging?
B) Name the different types of ships and explain the cargo they carry?
- Q.6 A) What are the different modes of transportation? Explain advantages & disadvantages of each of them.
B) What are the main functions of channel members in distribution activities? Explain with illustrations.
- Q.7 A) What are the various types of packaging? What's packaging's role in food safety?
B) What is marine insurance? Name and explain different categories of risks covered in marine insurance policy?
- Q.8 Explain elements of packaging cost

Q.9 Answer any four of the following: (4 x4 = 16 marks)

Write Short Notes on:

- A) Palletization
- B) Eco friendly Packaging
- C) Vendor Managed Inventory
- D) Cargo consolidation
- E) Packaging of perishable products.
- F) Air cargo consolidation

PART C

20 marks

Q. 10) Case Study- compulsory

The Acme Tube Company has for the last 10 years used 42" square reusable wooden boxes to ship tradition length short tubing. During the past 3 year the unit cost of a shipping per box has soared from Rs.950.00 to 2,600.00 per unit. In addition, box maintenance in the firm has gone up from Rs.325.00 per year to Rs.1,430 per year. Reusability has turned into a cost trap for Acme. Extra truck runs and outside trucking services are being employed to recover the returnable wooden boxes since on return trips the firm's trucks are needed to pick up new stock. Another major problem being faced is that warehouse space is getting very scarce but to operate Acme must have an inventory of about Rs.6,50,000.00 worth of wooden boxes in the system at all times.

Questions:

- A) As a material handling manger, how would you improve existing system? Address a possible new method for shipping the tubes.
- B) Suggest & briefly explain new Packaging System for the above product.
- C) What type of Transport system you suggest for transportation of above product? Explain how you reduce the freight costs.
- D) What you suggest to overcome with warehouses space problem?
- E) Make a checklist on total process to convince you management?
