



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Materials Management

June 2012

## Graduate Diploma in Materials Management

### PAPER No. 12

### Packaging and Distribution Management

Date : 16.06.2012  
Time : 10.00 a.m to 1.00 pm

Max. Marks :100  
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

#### **Q.1. State True or False**

**Marks: 08**

- a) If packaging has to perform its functions properly, its requirements should be considered at an early stage as possible.
- b) The interlinked responsibility of a package lead to the fact that the packaging function is closely associated with many other functions in an organisation.
- c) The Swastik mark on packages is welcome in Germany.
- d) In case of processed meat exports, the method of slaughtering of animals should be indicated on the lable.
- e) Any consumer product packs meant for middle east countries need not be in Arabic.
- f) The graphics on the package should attract the customer and act as a silent sales man.
- g) The ideal method of incurring packaging costs is not to design the package on the functional properties which we expect the package to perform.
- h) The cost of reverse logistics may be as much as nine times as compared to the initial transportation cost.

#### **Q.2. Fill in the blanks**

**Marks: 08**

- a) 5P's of Packaging-Presentation, Protection, Preservation, Price & .....
- b) Environmental requirements of packaging – Reuse, Recycle & .....
- c) Any food products which enters middle east countries should not contain any ..... products.
- d) The 3P's of packaging applicable to consumer products – protection, preservation and presentation, but in case of industrial products ..... has a minor role.
- e) The adoption of shrink packaging technique is envisaged to ..... substantially.
- f) Disadvantages of water transport is that it is suitable ..... for certain commodities, and also not suited for quick transit.
- g) Water transport is the preferred mode for long haul movement of .... value commodities.
- h) Transportation by pipe line of solids in the form of ..... is gaining acceptance, particularly the iron ore.

**Q.3. Expand the following:**

1.OSHA	2.ULD	3 IATA	4 RFID
5.CDL	6.PERT	7.OCR	8.POS

**Q.4. Match the following: Match A and Match B**

1 The need for control activity	a) that are measurable
2 Set standards and goals	b) for inter vehicle water transport.
3 Roll on and Roll off concept	c) damages to the consignment are minimum due to use of mechanical handling equipments.
4 LASH was developed	d) are cost goals for the future
5 To reduce cost	e) has several payoffs for the profitability of the Organization
6 Optimising load sizes	f) shortening transportation and storage times
7 Most widely used standard budgets	g) used in a multitude of trade routes throughout the world
8 In unitized packages	h) is motivated by management's intention to reduce the gap between planned & actual performance.

**PART -B**

**Answer any 3 questions out of 5 questions from Serial No 5 to 9 ( 16x 3= 48 marks)**

**Q.5** What is packaging? Define and also explain its concept. What are the principles of packaging relating to its logistics function?

**Q.6** What is physical distribution of goods? Indicate the role and importance of middlemen and distribution channels. Indicate the distribution channels for consumer goods.

**Q.7** What is containerisation? Why is it more preferred in case of international shipments?. Give the advantages

**Q.8 Distinguish between (Any Two).**

- a) Common Carriers and Public Carriers.
- b) Lease and Hire Options.
- c) Transport by Rail and road.
- d) Conventional and Environment packaging.
- e) Bill of lading and Railway Receipt

**Q.9 Write Short Notes on any four from the following.**

- a).Distribution Audit
- b).Incoterms 2000.
- c).Palletisation for packaging and transport.
- d).Water Transport
- e).Transport through Pipelines
- f) .Inbound logistics
- g).Load planning and utilization
- h).Safety in handling and storage of dangerous goods

**PART-C**

marks 20

**Case Study**

**Granite – Avoiding of Breakage:** An exporter of granite slabs frequently received complaints of breakages of crates when it was sent to Chennai port for stuffing into containers.

The Dimensions of pallets and crates used for optimum utilization of space in a standard EU did not fit into the type of trucks used for carrying the crates to the port from hinterland. There was a poor utilization of space in the trucks resulting in higher freight costs to the port.

In order to overcome this problem of utilisation of poor space in the trucks, the width of the crates was reduced to fit into the trucks. Though this resulted in extra utilisation of capacity, this resulted in the wastage of space in the container and the need to use more number of crates for a given load thus increasing cost.

On a careful analysis of the problem, it was decided to change the dimension of the crate to the size suitable to the container and stuff the container at the factory premises itself. Though this resulted in extra charges of hauling empty containers over long distances to the factory, this resulted in a number of benefits which resulted in overall cost reduction.

**Indicate the benefits – at least five that accrued in the process. Each proper answer will get 4 marks.**

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