



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

June 2014

Graduate Diploma in Materials Management

PAPER No. 12

Packaging , Distribution & Retail Supply Chain Management

Date : 21.06.2014

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 question. Each sub questions carries 1 mark

Que 1. Fill in the blanks

(MARKS = 12)

1. Three P's of packaging are protection, preservation and -----.
2. Secondary packs meant for supermarkets should not exceed ----- LBS weight.
3. India with the development of L.C.V.s door to door delivery is becoming popular in the case of engineering industry thus resulting in ----- packaging cost.
4. ----- and palletisation brings down packaging costs.
5. Natural resources used for manufacturing of packaging materials, started depleting and this resulted in the concept of ----- packaging.
6. Labour cost in freight handling is ----- because of the increased use of automated material handling equipment.
7. Unit load devices (ULD) ----- the aircraft cube utilization and ----- cargo handling time.
8. In case of --- charter, the charterer himself equips the ship with floating personnel, fuel and other Necessities..
9. ----- = Desire to buy + Willingness to pay + Ability to pay for it.
10. ----- rate measures the impact of stock-outs over time.
11. ----- refers to a firm's ability to perform at the expected delivery time over a large number of performance cycles.
12. ----- discount is a third type of discount provided for the retailer performing an advertising or promotional service for the manufacturer.

Que 2. Match the following:

(MARKS = 8)

Column 1

1. Packaging-
2. Vacuum Packaging -
3. Peelable Coating -
4. Sheathed Crates -
5. Labeling -
6. IATA -

7. Time Charter -
8. Bar Coding -

Column 2

- A. For products which need protection against corrosion
- B. For extremely moisture sensitive product
- C. Medium through which airlines fix a common tariff
- D. Is a tool for sales promotion
- E. Ships are chartered for a specific period of time
- F. Machine readable code, consisting of a series of bars and spaces printed in a defined ratios.
- G. To protect the contents from extraneous hazards
- H. Is related to the packaging component of global logistics

Que 3. Find True or False of the following

(MARKS = 12)

1. The graphics of packages should not hurt the sentiments of people in country of importers.
2. By air cargo consolidation, the freight rate will be more both for exports and imports.
3. Pallet boxes are very popular with lighter loads in the Electronic industry and items having higher volume.
4. Containers are able to serve as temporary storage facilities at ports and terminals with limited warehousing space.
5. Cost due to loss or damage are reduced because of the protective nature of the container.
6. IATA is best known as the medium through which airlines fix a common tariff.
7. Tankers are liquid bulk carriers with huge tanks in place of holds.
8. Roll on, Roll off (RO/RO) concept are used in a multitude of trade routes through the world.
9. A forecast is merely a prediction or estimation of the level of future situation.
10. Dynamic measures productivity at a given point of time and static measures productivity across time.
11. Informal organization clearly defines authority and responsibility that goes with it.
12. VMI helps a buyer to outsource, not only the product but also the processes previously required for its procurement.

PART -B

(Answer any three)

(16x3 = 48 MARKS)

- Que 4.** 1) Explain the various types of packaging.
2) Write short note on Labelling.

- Que 5.** 1) What is the role of packaging in sales promotion?
2) Discuss the various hazardous in packaging.

- Que 6.** 1) Write short note on Green Packaging.
2) What is Containerization? What are the advantages and disadvantages of containerization?

- Que 7.** Write short note on any four of the following
- 1) Modes of Transportation
 - 2) Classification of Railway Freight Rates.
 - 3) Incoterms
 - 4) Cost of transportation
 - 5) Bill of Lading
 - 6) Transport Laws

- Que 8.** 1) What are the factors that influence the packaging material decision?
2) Define the Distribution Organization. What is the need for physical distribution?

- Que 9.** 1) What are the various types of organization a company opt for?
2) Explain Information Stores Administration.

PART -C

(20 MARKS)

Ques 10. CASE STUDY

A meat packer complained of his packaged frankfurters turning green. He accused the packaging material of being contaminated. Bacteriological examination of the flexible plastic packaging material proved negative. The suspicious that the packaging equipment failed to provide adequate vacuum proved equally without foundation. The search continued for imaginary culprits. Not once did the packer consider that his own lack of sanitation was at fault.

Kindly read the above carefully and answer the following:

1. Analyze this case and find out the causes of this problem.
2. Suggest the best packaging material for above for avoiding such problems in future.
3. What are the precautions to be taken while packaging and transporting meat?
