



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM- 2 years

PAPER No.18 (enrolment code –CPS)

PAPER No. 15(enrolment code- PSM)

Packaging & Distribution Management

June 2023

Date : 22.06.2023
Time : 10.00 a.m to 1.00 p.m.

Max. Marks : 70
Duration : 3 Hrs.

Instructions:

- From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
- From Part B – Answer any 3 questions out of 5 questions. Each question carries 10 marks. **Total :30 Marks**
- Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**

Part – A

[20 Marks]

(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Write True or false [5 marks]

- IS 9845 1998 is followed for over all Migration of plastic constituents for their food grade quality
- SWMA require either unit sale price of commodity or retail sale price of package to be mentioned on label
- Digital printing is useful for large quantity printing
- Big Bazar is sort of one level kind of Distribution channel
- Apple computer is known for very elaborate packaging

Q.2 Write Full Form(Any Five) [5 marks]

- 2.1 PFA 2.2 CFTRI 2.3 MMPO 2.4 GMP 2.5-TLC

Q.3 Match the following [5 marks]

	Column A		Column B
3.1	Fresh check	a.	Adds Value
3.2	Ancillary packaging	b.	LDPE
3.3	Tea	c.	Soft products
3.4	Anti block agents	d.	Degree of freshness
3.5	Poly Mailers	e.	Roughening

Q.4 Fill in the blanks [5 marks]

- Material whose weight is less than _____ is called as a paper [200 GSM. 250GSM]
- OXO makes packaging material _____ [flexible, degradable]
- _____ involves activities that helps in product promotion and sales [Marketing, supply chain]
- The main emphasis of _____ packaging is on economy and performance rather than appearance (Industrial, Military)
- Packaging creates demand of good through _____ recognition[Brand ,Quality]

PART-B

Write any three (3) of the following questions 10 marks each

(30 Marks)

Q.5.A.Describe how good packaging leads to brand recognition with examples. [5 marks]

Q.5.B.Explain 4 types pf packaging categorized on the basis of end user or customer needs with emphasis on retail consumer requirements, especially electronic items like TV. Mobile etc. [5 marks]

Q.6.A.What are the costs involved in Packaging? Explain its constituents with focus on procurement cost [5 marks]

Q.6.B. Describe the 5th driver of packaging, environment with some examples on biodegradable as well as recyclable packaging [5 marks]

Q.7. Write short notes on any two of the following.[2X 5=10 Marks]

- | | |
|---|-----------------------------------|
| a. Contents of a packaging label in India (as per SWMA) | b. Distribution of Business Goods |
| b. Packaging of Perishable Products | d. Push vs pull strategy |

Q.8. Elaborate on importance of green packaging with emphasis on new trends in Ecommerce packing, Give five examples from Ecommerce like Domino, Amazon etc..[10 marks]

Q.9.aDiscuss significance of Transportation in distribution management and how it is vital in green logistics.[5marks]

Q.9.bElaborate on distribution channel management process, its objectives, [5 marks]

PART - C [Compulsory]

(20 marks)

The CEO of Akshay corporation was evaluating, whether the company should upgrade its distribution system or to outsource entire distribution operation to 3rd party service provider (3PL SP). Company had set up a plant in Bangalore, where range of orthopedic equipment like crutches, braces, heating pads etc. were manufactured. Presently the finished goods warehouse was also located in Hosur near Bangalore only, from where goods were distributed throughout India. The company was supplying directly to about 350 retail stores at all these locations, with marketing activity headed by General manager based in Hosur supported by team of sales officers. The Brand was well known and though company was not doing any publicity. It was felt that all the customers wanted quicker response to their orders, as the products catered to emergency patients.

But as products came in variety of shapes and sizes, retail outlets carried little inventory for faster response. Keeping even a modest stocks of all types at each outlet was not economically viable. So company was exploring various options –

1. To have hub and spoke type of warehouse in each zone. East, West, North, South with respective retailers demand from the zone being met by respective zonal warehouse. So stocks can be maintained at 4 +1 (at Hosur) location or
2. Setting up a central warehouse in central India, at Nagpur and feeding retailers from there, with single stocking point or
3. Appoint 5 distributors in 5 regions to feed retail requirement
4. Finally outsourcing the entire distribution and logistics to a 3rd party wherein entire activity of transportation and distribution till final retailer would be taken care by service provider and company could focus more on marketing and sales

Questions:

1. From the case text above write down summary of the case highlighting issues and gaps as per you
2. What do you think about reputation of company's product and what was marketing doing?
3. What do you think is the immediate issue of Akshay corporation and why?
4. Which of the above distribution alternatives could work? and why?
5. What should be the distribution channel for Akshay corporation and outline the advantages of having such a type of set up?

Can you suggest any more improvements like communication system,

(Each question carry 4 marks. Draw diagrams if necessary and use your own analysis)