



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM

Paper 18 (enrollment code CPS)

PAPER No. 15 (enrollment code - CSM, PSM) [OFFLINE EXAM]

JUNE 2024

PACKAGING AND DISTRIBUTION MANAGEMENT

Date : 20.06.2024
Time : 10.00 a.m to 1.00 p.m

Max. Marks: 70
Duration : 3 Hrs.

Instructions:

1. Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark - Total 20 marks
2. Part B answer any 3 questions out of 5 questions. Each question carries 10 marks - Total 30 marks
3. Part C is a case study. Read the case carefully and answer the questions - Total 20 marks

PART – A

(20X1= 20 Marks)

(Compulsory - Attempt all questions each question carries 1 mark)

Q.1. Fill in the blanks. (Do not reproduce the statement)

[5 marks]

- i) Packaging performs the function of a _____ salesman.
- ii) A _____ label describes the features of a product.
- iii) A _____ package is the last and best chance to make a sale.
- iv) When products stop moving in the flow of _____ the costs get accumulated.
- v) The organization that deals with specific products for specific customers is called _____ organization.

Q.2. State True or False (Do not reproduce the statement)

[5 marks]

- i) Isothermic materials are used as temperature indicators.
- ii) Pallet is an example of tertiary packaging.
- iii) Optimization of route promotes green logistics.
- iv) Styrofoam is an eco-friendly packaging material.
- v) Zero channel means the use of E commerce.

Q.3. Expand the following

[5 marks]

- i) VAR
- ii) DTC
- iii) GMP
- iv) FPO
- v) GSM

Q.4. Match A and B

[5 marks]

	Column A		Column B
1.	Private warehouse	A	Minimizes personal risk
2.	Public warehouse	B	Owned by manufacturers
3.	Contract warehouse	C	Storage prior to payment of taxes/duties
4.	Bonded warehouse	D	Storage of semi-finished goods
5.	Work-in-progress warehouse	E	Facilities offered for a rent

PART - B

[Total 30 marks]

Answer any THREE out of the following five questions:

- Q. 5.** a) Explain the components of logistics management. **[5 marks]**
b) Explain the decision phases of SCM. **[5marks]**
- Q.6.** a) Explain the modes of transportation. **[5marks]**
b) What are the advantages of containerization? **[5 marks]**
- Q.7.** a) Describe the functions of a CFS. **[5 marks]**
b) Enumerate the benefits of dry ports. **[5 marks]**
- Q.8.** a) Discuss the functions of a warehouse. **[5 marks]**
b) Describe various storage equipment used in a warehouse. **[5 marks]**
- Q.9.** Write short notes any two: **(2 x 5 = 10 marks)**
a) Multi-modal transport
b) Cross-docking
c) AS/RS
d) Slips & Trips

PART - C

[Total: 20 Marks]

Q.10

CASE STUDY (Compulsory)

ABC Company manufactures stem type thermometers, dial type thermometers, dial type pressure gauges, manometers, etc. Stem type thermometers are made of glass while dial type gauges have front glass cover. The company has a turnover of Rs 100 crores. The company had less competition and hence the delivery time was very high and the quality also was not very good. The company uses direct marketing.

The company uses a 2 ply corrugated box for individual packing of all the products. For shipping these individual packets are arranged in a wooden box filled with shredded paper or wood carvings to avoid collision among products. Consignments are transported to various parts of the country as less than truck loads and transit risks are covered through marine insurance.

It is observed that there are no consignments that didn't report damages and recently insurance company has increased the rate of premium based on the claim ratio. On account of the long delay in getting replacement for the damaged products customers have started registering their dissatisfaction by looking for alternate sources of supply. In order to improve customer satisfaction the management has decided to improve packaging and also to employ selective distribution.

Questions:

- 1) What suggestions can be given to the management to improve the packaging? **[5 marks]**
- 2) What constitute the packaging cost? **[5 marks]**
- 3) What are the benefits of selective distribution? **[5 marks]**
- 4) What are the suggestions for improving the transportation? **[5 marks]**
