



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM

JUNE 2025

PAPER No. 15 (enrollment code - CSM, PSM)

PACKAGING AND DISTRIBUTION MANAGEMENT

Date : 25.06.2025

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 Select the right answer

[5 marks]

1. The packaging that is primarily used during transit and transportation is the
(a) Primary (b) Secondary (c) Tertiary (d) None of these
2. _____ packing material supports and aids the function of the primary packing
(a) Disposable (b) Ancillary (c) Recyclable (d) None of these
3. The first and most important driver for packaging is _____
(a) Transportation (b) Design (c) Convenience (d) Marketing
4. The standards of weights and measures act is one of the _____ of packaging
(a) Requirements (b) Legal requirements (c) Drivers (d) Cost factor
5. _____ packing provides a single purpose of providing protection to the product
(a) Secondary (b) Utility (c) consumer (d) Tertiary

Q.2 Fill in the blanks

[5 marks]

1. Product factor is one of the factors influencing the choice of _____
2. _____ is cost effective method in the movement of large volumes of goods
3. _____ is economical for the movement of goods quickly over short distances
4. The marketing channel where products move from the manufacturer to the consumer is _____
5. _____ networks are essential to promote the sale of products

Q.3 Mention True or False

[5 marks]

1. Zero level channel is the network where zero inventory is maintained
2. Green logistics minimizes the negative environmental impacts of distribution
3. Organizational factors help in the decision on the kind of packing
4. Reverse logistics refers to the flow of goods from the customers to the warehouse
5. Vertical channel conflict refers to the conflict between the workers and the bosses of distribution channel

Q.4 Match The following**[5 marks]**

COLUMN A		COLUMN B	
Sr. No.		Sr. No.	
1	Product promotion	A	Ancillary packaging
2	Caps and closures	B	Packing law
3	Standard weights and measures	C	Incentives
4	Stimulation & motivation	D	Value added services
5	Third party logistics	E	Packaging function

PART - B**[Total 30 marks]****Answer any THREE out of the following five questions:**

- Q5.** (a) What are the components of costs that go into packaging? **[5 marks]**
 (b) What is the need for SWM Act? What are the declarations insisted by the act? **[5 marks]**
- Q6.** (a) Explain distribution function? Name all the intermediaries participating in distribution? **[5 marks]**
 (b) Explain characteristics of distribution. Explain with a figure types of distribution channels. **[5 marks]**
- Q7.** (a) What are the different modes of transportation? Explain characteristics of each briefly? **[5 marks]**
 (b) What are the quantitative measures that bring out the performance of the channels? **[5 marks]**
- Q8.** (a) What factors play an important role in e-commerce packaging? **[5 marks]**
 (b) What is green logistics? What are the options to reduce the negative environmental impacts? **[5 marks]**
- Q9.** (a) What are the important factors of marketing that have to be included in packaging? **[5 marks]**
 (b) What is a label? What are the advantages and disadvantages of labels? **[5 marks]**

PART - C**[Total: 20 Marks]****Q.10****CASE STUDY (Compulsory)**

M/s Southern star is a manufacturer of cosmetics. They have a set of loyal customers but have not been able to add new customers. A brainstorming session brought out some factors relating to packing and marketing and the marketing team called for a new design of packaging. M/s Southern star were already operating in a very competitive market. They were cautious about the new design and wanted to restrict the cost. Everyone in the organization agreed that redesign was a must to attract new customers. One of the members of the team suggested the use of sustainable packaging and suggested the use of this factor to project the company and enhance its image as a responsible entity. Many suggestions were received on including this in the new product design without increasing the cost. The company decided to use the services of an expert to get the best solution. The expert after discussion with the team suggested multiple options. During the discussions suggestions were made for the use of e-commerce in order to attract new customers without any geographical restrictions. However, this brought up the requirement of a reliable and agile distribution setup. One of the executives who had experience volunteered to look for and select a good organization that can be used as a channel partner.

Questions:

- What do you think are the factors identified by marketing to attract new customers? **[5 marks]**
- What are the cost components of packaging? Suggest methods to reduce the cost? **[5 marks]**
- What were the suggestions put forth by the expert to achieve the objective? **[5 marks]**
- Name the factors considered by the executive while selecting the channel partner **[5 marks]**