



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Supply Chain Management & Logistics-2 years

PAPER No. 18

March 2020

Packaging & Distribution Management

Date : 07.03.2020

Max. Marks : 100

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

Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark.
2. From Part B – Answer any 3 questions. Each question carries 20 marks.
3. Part C - Case study - Compulsory

Total: 20 Marks

Total : 60 Marks

Total 20 marks

PART – A (compulsory) (20 x1 = 20 marks)
(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Write True or false [5 marks]

- 1.1. Packaging is a techno ergonomic function
- 1.2. By " Air cargo consolidation", the freight rate will be more both for exports and imports
- 1.3 The benefits of Bar coding in Packaging have been highlighted in particular to SUPERMARKETS.
- 1.4 Distribution channel consists of a number of outlets that may be adopted in moving goods from manufacturer to customer
- 1.5. Containerization leads to increase in Packing cost

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

2.1 DRP 2.2 AWB 2.3 GCR 2.4 DAT 2.5- OCR 2.6- LASH

Q.3 Match the following [5 marks]

	Column A		Column B
3.1	Peelable coating	a.	Food & Drug Act
3.2	Strip packaging	b.	Decoders.
3.3	Heavy machine	c.	Prevent corrosion
3.4	Packaging law	d.	No Packaging Cost
3.5	Automatic identification system	e.	Tablets

Q.4 Fill in the blanks [5 marks]

- 4.1 Perishable items to be issued from Warehouse on _____ method [First-in-First Out, Last-in First-Out]
- 4.2 MICR stands for _____ [Material In Container Record, Magnetic Ink Character Recognition]
- 4.3 Mobile Data Terminals (MDT) display ----- [Automatic Vehicle Location, Dispatch Messages]
- 4.4 In the case of freight by railways, PWB stands for ----- [Permanent Way Bill, Parcel Way Bill]
- 4.5 Time that elapses between the Customer's order placement and the receipt of the product is ____ cycle [Distribution, Order]

PART-B

Write any three (3) of the following questions 20 marks each

(60 Marks)

Q.5.A. Define packaging? Mention 3 P's of Packaging Entities? Discuss how packaging is a tool for sales promotion.

[10 marks]

Q.5.B. Explain in detail the tools of internal performance measurement(for Physical Distribution management)

[10 marks]

Q.6. A. What are the costs involved in Packaging ? Explain the constituents of Packaging Cost **[10 marks]**

Q.6. B. Mention the various details contained in the Bill of Lading(BOL). Discuss the features of BOL

[10 marks]

Q.7. Write short notes on any four of the following. [4X 5=20 Marks]

- a. Advantages of Containers
- b. Distribution of Business Goods
- c. Bar Coding
- d. Packaging of Perishable Products
- e. Analysis of Traffic Demand
- f. stores Administration
- g. Green Packaging

Q.8. Define Incoterms. Discuss in detail Rules defined by Incoterms.**[20 marks]**

Q.9. Explain in brief the functions and structure of distribution Channel ? Describe the factors that affect the choice/change of Distribution Channels.. **[20 marks]**

PART - C [Compulsory]

(20 marks)

Q. 10 Ranga Foods and Beverages Ltd(RFBL) is a large exporter in India. You have been appointed as a Packaging consultant by the firm. The firm needs your expertise on the following issues with respect to Packaging.

Questions:

1. Which type of packaging systems need to be employed for their commodities like milk, tea, fruit juices and potato chips. Explain briefly.
2. The firm wants to use corrugated board boxes fully to conserve wood. Explain how these boxes can benefit RFBL
3. The firm is devoted towards eco-friendly packaging. Please help RFBL to substantiate this concept for reducing the wastages.
4. Prepare a good Check List for RFBL to export their packaged goods.
