



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management

June 2011

Graduate Diploma in Materials Management
PAPER No. 12

Packaging and Distribution Management

Date : 18.06. 2011
Time : 10.00 a.m to 1.00 pm

Max. Marks :100
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 questions. Each sub-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 (4 questions of 5 marks each) **Total: 20 Marks**
4. Please read the instructions given in the answer sheet

PART – A

Q.A.1. The followings are objective type questions. Indicate the correct answer from among the choices viz. a or b or c or d

- 1.1 The suitable packaging of products, helps the firms for consumer satisfaction
(a) Safe Delivery (b) Minimum overall cost (c) Both of them (d) All of them
- 1.2 Aseptic packaging are generally used for the materials:-
(a) Fruit Juices (b) Flavoured Milk (c) Injection Syringes (d) All of them
- 1.3 The Labeling Machines for Packaging of consumer goods consist of :
(a) Container to be labeled (b)Adhesive (c) Label (c) All of them
- 1.4 The consignments of hazardous materials should be accompanied by
(a) Bin Cards (b) Bank Approval (c) Tremcards (d) Approval from Managing Director
- 1.5 The typical Bar Coding System of different products consists of the following.
(a) Printing Process (b) Reading Process(c) None of them (d) Both of them
- 1.6 Printing devices used in case Bar Coding Technology are generally.
(a) Thermal Printers (b) Dot Matrix Printers (c)Impact Printers (c) All of Them
- 1.7 Network Panning techniques used for management of large project.
(a) CPM (b) PERT (c) None of them (d) Both of them
- 1.8 The customers are induced by retailers to purchase large quantity of merchandise by .
(a) Cumulative Quantity discounts (b) Non-cumulative Quantity discounts (c) Free Merchandise (d) All of them

Q.A.2. STATE WHETHER TRUE OR FALSE:-

1. Freight rates for goods at Railway's risk are higher than owner's risk.
2. Bill of Lading is the prime document for assessment of customs duty. .
3. Water transport is used for short distance movement of high value commodities.
4. The maintenance and operating costs of pipe Line movements of materials are very high
5. Land bridge is a service in which foreign cargo crosses a country en route to another country by combination of two modes of transport.
5. A contract carrier is for hire carrier which does not hold itself out to serve the general public.
6. Consolidation for freight helps in reduction of Transportation cost of many items .
7. Inventory Carrying Cost can be reduced by transportation of goods by air.
8. Roll on and Roll off slips are used for transportation of vehicles.

Q.A.3. Write short form of the following .

1. **DRP**
2. **RO/RO**
3. **DRP**
4. **QTS**
5. **PLC**
6. **HDPE**
7. **MICR**
8. **VMI**

Q.A.4. Match Column "A" with Column "B":-

Sr No.	A		B
1	Moisture Absorption	a)	Engineering materials
2	Methyl Bromide	b)	Inter - modal Transport
3	Ad-hoc ship chartering	c)	Hilly & inaccessible areas
4	Barge System	d)	Negotiable instrument
5	Bill of Lading	e)	Floating Standard Size Units
6	Ropeway Transportation	f)	Tramp Shipping
7	Piggy back Service'	g)	Wooden Packaging
8	Zero Packaging	h)	Blue Silica Gel

PART – B

Answer any 03 questions out of 05 given questions:-

- Q.5** A) Describe the Role, Importance and Principles of Packaging and Distribution Management.
B) Explain the costs involved in Packaging for two consumer goods with suitable examples. .
- Q.6** A) What are the major Channels of Distribution and the market forces affecting Distribution
B) Describe the factors affecting choices of distribution channels with suitable examples from your working experience..
- Q.7** A) Describe in brief the procedure for booking and delivery of consignments by rail.
B) Make a brief note on Air Traffic Structure and the role of IATA in fixing common tariff.
- Q.8.** A) Describe Geographic Information Management System and discuss their potential use in Retail Supply Chain Management.
B) Describe the concepts involved in Distribution Audit & internal performance measurement.
- Q.9** Write short notes on any four of the following:-
A) Palletization for Packaging & Transport
B) Lorry Receipts
C) Bar Code Technology
D) Provisions of Indian Motor Vehicles Act for traffic regulation.
E) Lighters Aboard a ship
F) RF Tags
G) Demurrage and Wharf age
H) Packaging of Perishable Products

PART – C

Case study (compulsory) with 05 sub-questions

- Q.10.** (a) Describe the main provisions under Indian Motor Vehicles act 1988 which the drivers are required to know and understand thoroughly for driving their vehicles.
- (B) Explain the role and importance of Supplier Relationship Management in retail Supply Management.
- (C) Explain in brief the different INCOTERMS commonly used in International trade.
- (D) What do understand by Total Distribution Cost analysis ? Explain with examples from day to day experience at your workplace .
