INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

Graduate Diploma in Materials Management

PAPER No. 12

Packaging ,Distribution & Retail Supply Chain Management

Date : 15.12.2012	Max. Marks :100
Time : 10.00 a.m to 1.00 pm	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. Each 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

Total: 20 Marks

4. Please read the instructions given in the answer sheet

PART – A

Q.1. State True or False   Marks: 08

   a) Packaging is to ensure safe delivery to the ultimate consumer in sound condition at minimum overall cost.

   b) Movement through pipelines occupies no space since it is usually underground.

   c) Automatic Identification System is not a natural corollary to the computer era.

   d) The law relating to carriage of goods by land is contained in the 'Carriage Act' of 1865 & the Railway's Act of 1890.

   e) In comparison between air & sea distribution at times air freight becomes cheaper in total distribution terms.

   f) The process of building up and securing a unit load is termed unitizing.

   g) A forecast is merely a prediction or estimation of the level of a future situation.

   h) Control is defined as the process where planned performance is not in line with the desired objectives.

Q.2. Fill in the blanks   Marks: 08

   a) Packaging in addition to protecting the product, it has to .... the product.

   b) In the present competitive market scenario, ... is vital while packaging of a consumer product/durable particularly where self service is the norm.

   c) Water transport is .... only for .... commodities & not suited for quick transit.

   d) Blister packaging is yet another field that stands to ....

   e) Pipe lines is an ..... means of transporting large quantities of liquid and .... over long distances.

   f) Most widely used standard budgets are...... goals for the future.

   g) Consolidation basically consists of .... purchasing and ...... selling of cargo capacity.

   h) Set standards & goals that are ....

Q.3. Expand the following:

1.PLC	2.VLCC	3 FAS	4 TEUs
5.TDCA	6.QTS	7.FCA	8.ICD

Q.4. Match the following: Match A and Match B

1 Basis of incurring packaging cost   a) provides a reliable , continuous all weather means of transport.

2 Water Transport   b) moving the product back to the seller.

3 Pipe line movement   c) has to be easy to attach & to survive the environment for 10 years.

4. Reverse logistics means   d) occupy less space when empty, but are not sturdy and do not offer protection

5 Bar coding labels   e) lower transportation costs & enhance service levels

6 Load planning helps companies   f) increase order shipment visibility, reduce transportation & inventory costs.

7 Transportation unitisation helps companies   g) is to design the same on the basis of functional properties.

8 Flat or Collapsible containers   h) suitable only for certain commodities & is not suited for QTS.

PART -B

Answer any 3 questions out of 5 questions from Serial No 5 to 9   (16 x 3 = 48 marks)

Q.5 What are INCOTERMS? When and by whom these were formulated. Mention the Various INCOTERMS & describe in detail.

Q.6 What is DRP & how does it work. Also define physical distribution and its functions.

Q.7 What is Multi-modal transport? Discuss in detail. What is SRM & its role in retail management.

Q.8 Distinguish between (Any Two).
   a) Conventional logistics and reverse logistics.
   b) Line or staff organization.
   c) Merchandise costing and pricing.
   d) Conventional inventory and VMI.
   e) Recruitment and managing people

Q.9 Write Short Notes on any four from the following.
   a) Packaging costs
   b) Physical distribution
   c) Distribution channels.
   d) Air cargo consolidation
   e) Freight forwarders
   f) Unitization
   g) Commodity logistics
   h) Distribution Audit

TRUCK ALL COMPANY

Truck All (TL) is a medium sized specialised truck body manufacturer located in South India. TL has an annual turnover of more than Rs 500 cr. These trucks are well received in the market. TL has about 20 vendors located within a radius of 200 kms. The remaining vendors (5 more) are spread across the country. The following features are applicable for TL.

(a) Manufactures 20% in (Rs) of its final product, components and sub-assemblies to stock.

(b) Builds most final assemblies of major items to order. The competitive strength of TL lies in its ability to produce high quality final products with engineering modifications to the customer's specification. TL has software by which design changes are incorporated into production plan.

(c) Has approximately 400 shop employees, 15 departments, and 10 distributors where final mounting of truck bodies on chassis has sometimes been performed.

(d) Annually sells 25-50%of its product to the export market (in Nepal, Bhutan & Sri Lanka etc)

(e) Experiences problems with delayed delivery from chassis manufacturer when truck bodies are mounted on the chassis at the plant. Often the delivery time is the contentious issue.

(f) Has wandering bottlenecks in the plant and in engineering as the mix of orders and order processing shifts. Sometimes customers (especially institutional) also keep changing their requirements. These are difficult to handle at the last minute.

Concerns:
- Information,
- Distribution
- Performance Measurement

Questions: Each <u>proper</u> answer will get 4 marks.

1. Highlight on the complexity of managing SCM function for TL
2. Suggest architecture for the Management Information system. Your architecture must include the information flow, material flow and money flow between various entities
3. Prepare a list of databases required and also specify fields required under each database.
4. List at least 6 important performance indicators to evaluate the effectiveness of SCM at TL **.**

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