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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2013/2014**

COURSE NAME : PRINCIPLES OF PACKAGING  
COURSE CODE : BNK 20103  
PROGRAM : 2 BNK  
EXAMINATION DATE : JUNE 2014  
DURATION : 2 HOURS AND 30 MINUTES  
INSTRUCTION : ANSWER **FOUR(4)** QUESTIONS ONLY.

THIS QUESTION PAPER CONSISTS OF **SIX (6)** PAGES

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- Q1** (a) List **THREE(3)** main functions of packaging. (3 marks)
- (b) List **FIVE(5)** packaging materials. (5 marks)
- (c) Figure **Q1(c)** shows the pie chart of packaging material used in the global market. Discuss the pie chart relationship towards the packaging material characteristics. (12 marks)

- Q2** (a) Explain briefly the performance of a package depending on elements below:
- (i) The packaging materials
  - (ii) The package physical design
  - (iii) The types of product
  - (iv) The packaging distribution system
  - (v) The environment effect
  - (vi) The time constraints
- (12 marks)

- (b) Figure **Q2(b)** shows the lowest possible cost graph, the lose by damage(%) towards cost of packaging. Explain how the total packaging system cost can be reduce through:
- (i) development cost
  - (ii) package cost
  - (iii) packaging cost
  - (iv) distribution cost
- (13 marks)

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- Q3** (a) Describe determination of Product Fragility “G Factor” (5 marks)
- (b) List **FIVE (5)** basic categories of distribution depending on the packaging function and product requirements. (5 marks)
- (c) List and explain briefly **THREE (3)** types of physical distributions. (5 marks)
- (d) Explain the purpose of using cushion on packaging system and describe **TWO (2)** characteristics of cushion material. (10 marks)
- Q4** (a) List **FIVE (5)** the factors affecting of product quality and “shelf life”. (5 marks)
- (b) List **SEVEN (7)** factors of Modified Atmosphere Packaging (MAP). (7 marks)
- (c) Explain the concept of “shelf life” and its application on food industry. (13 marks)
- Q5** (a) Identify the difference between food packaging and pharmaceutical packaging. (5 marks)
- (b) Discuss extensively based on the physical and chemical properties on how to protect the product sensitivity during distribution. (20 marks)

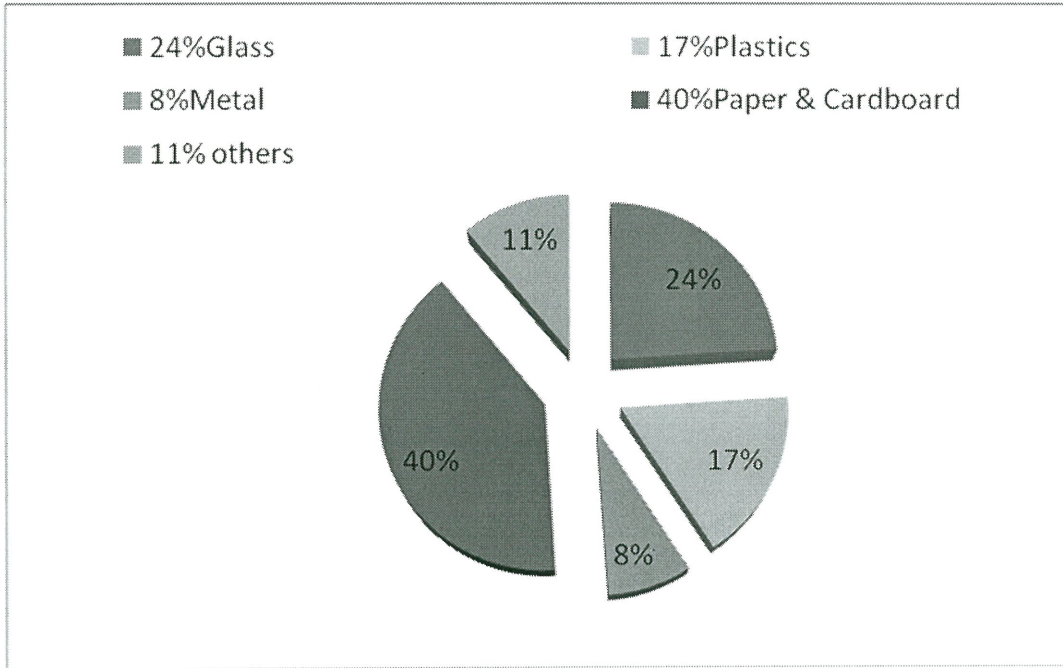
- Q6** (a) List **EIGHT (8)** the concept of package development process. (8 marks)
- (b) Figure **Q6(b)** shows a marketing strategy model. Discuss how the marketing strategy and application of packaging can be increase for customer satisfaction. (17 marks)

- END OF QUESTION -

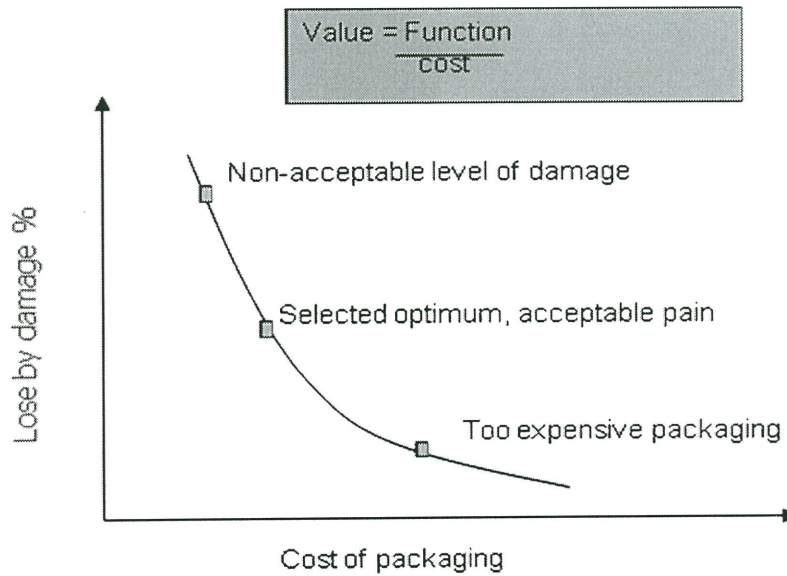
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**FIGURE Q1(c)**

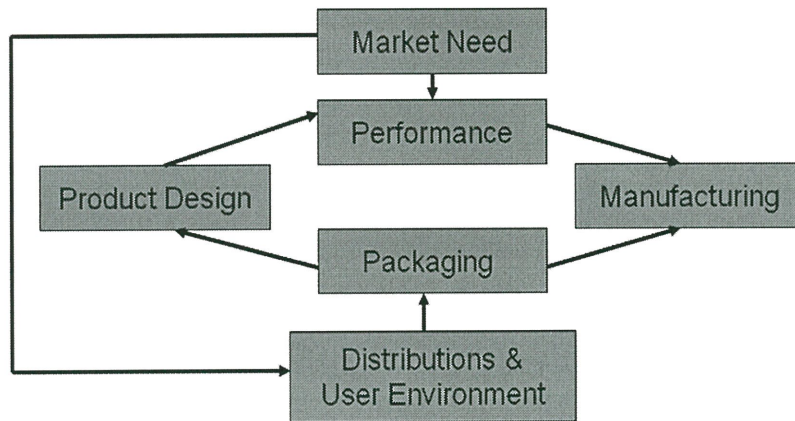


**FIGURE Q2(b)**

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**FIGURE Q6(b)**