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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2015/2016**

**COURSE NAME : PACKAGING SYSTEM  
DEVELOPMENT**

**COURSE CODE : BNK 40803**

**PROGRAM : 4 BNK**

**EXAMINATION DATE : DECEMBER 2015 / JANUARY 2016**

**DURATION : 3 HOURS**

**INSTRUCTION : ANSWER ALL QUESTIONS**

**THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES**

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**Q1** **FIGURE Q1** shows a new idea sketch household product before launch in the market. Use the concept of packaging development process, develop the product based on elements below:

- (a) Planning development process activities (4 marks)
- (b) Structure of package development process (6 marks)
- (c) Activities in the total product development process (15 marks)

**Q2** (a) Describe the relation between package design and package system in product development. (3 marks)

(b) “One of the keys to packaging design success is the preparation of an accurate brief”. From that statement, propose the packaging design brief. (10 marks)

(c) Solve the marketing responsibilities of package design in the development of the product. (12 marks)

**Q3** Following is the presentation of the specification of the glass jar components for company XYZ shown on **FIGURE Q3(a)** and **FIGURE Q3(b)**. Based on the figure, design the simple outline of a specification form. The form must have five elements are:

- (i) Scope
- (ii) Construction
- (iii) Product protection
- (iv) Consumer function
- (v) Graphics

(25 marks)

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**Q4** (a) Discuss the elements of Packaging System Development Costs. (14 marks)

(b) Based on the Packaging Regulation in USA, Select **THREE (3)** packaging regulation that can be implemented our country. (11 marks)

- END OF QUESTION -

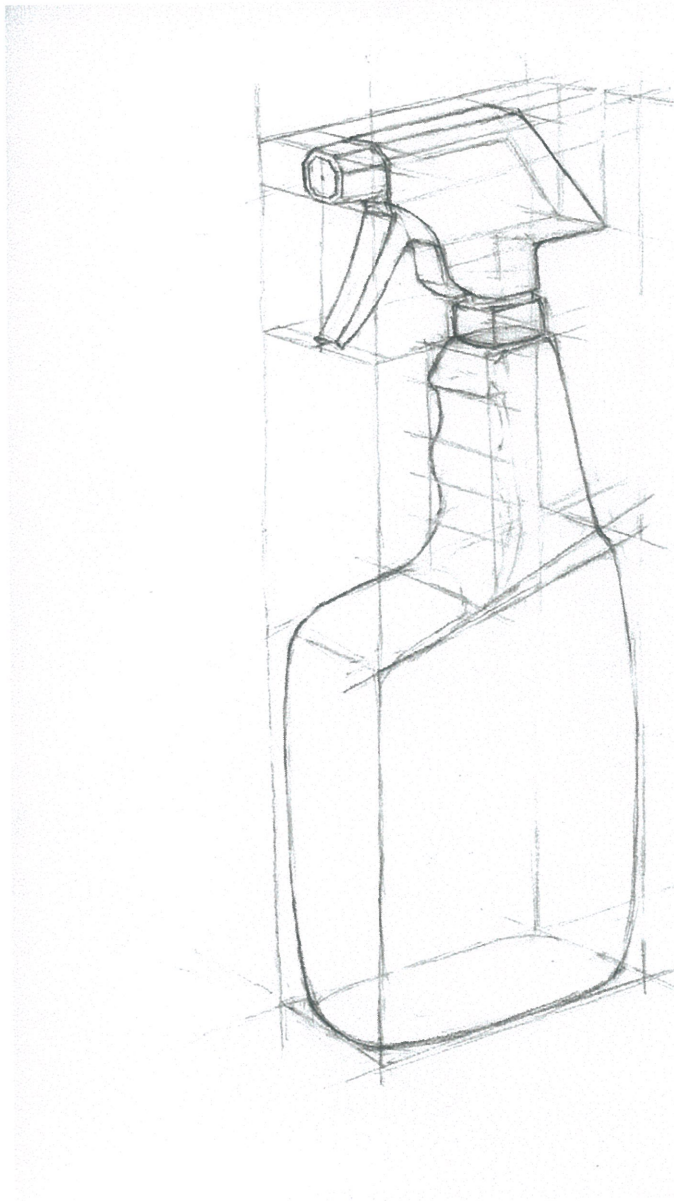
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**FIGURE Q1**

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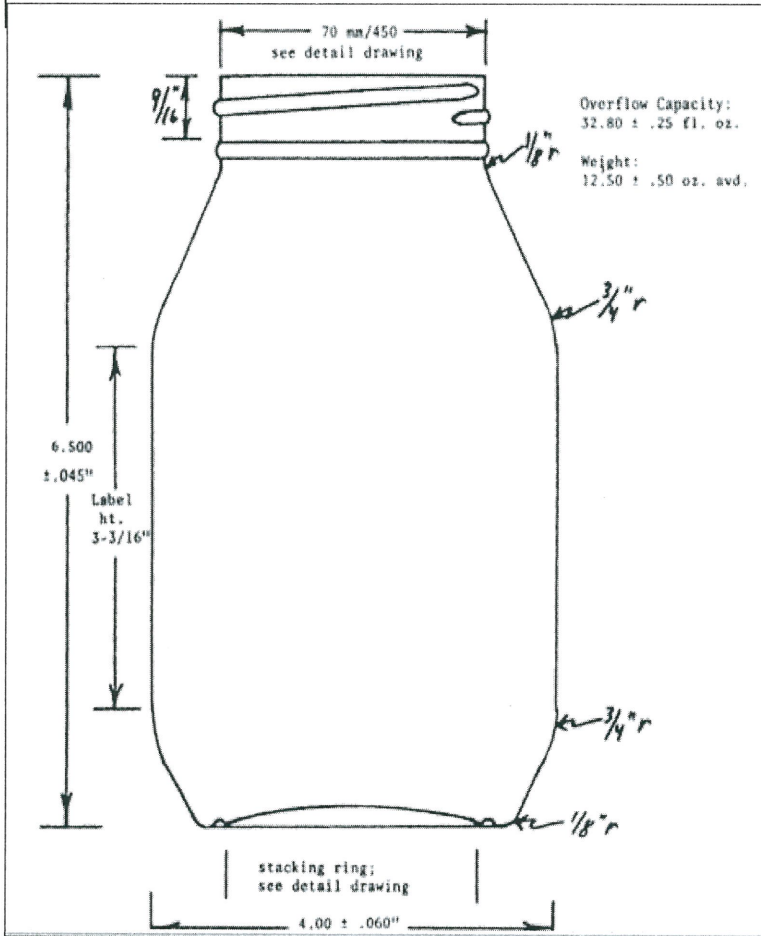
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**PACKAGING MATERIAL SPECIFICATION  
PROPERTY OF XYZ COMPANY**

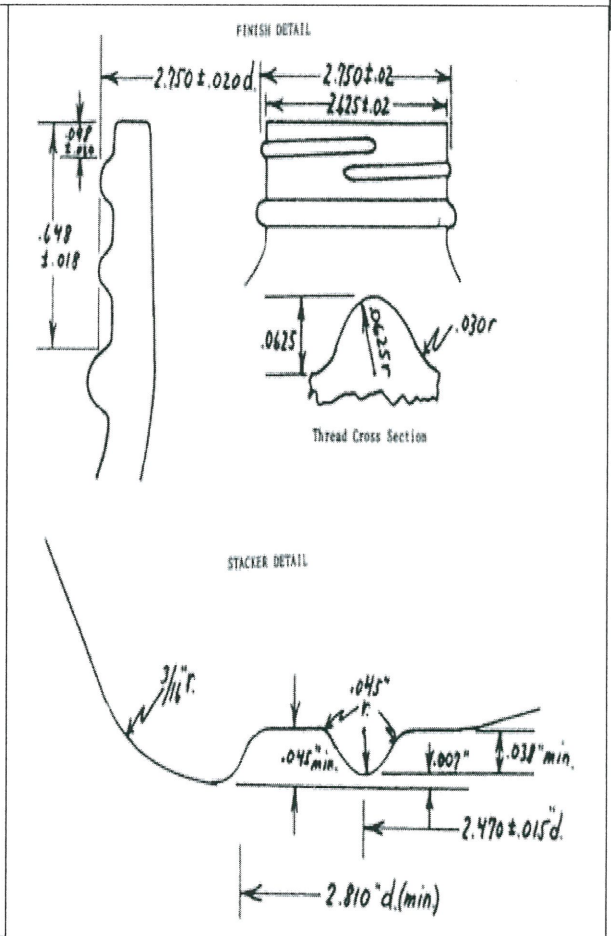
DATE: 1<sup>st</sup> Dec 2015

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ITEM: Glass Jar, Mayonnaise



**FIGURE Q3(a)**



**FIGURE Q3(b)**

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