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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2017/2018**

COURSE NAME : ISSUES AND TREND GLOBAL IN  
PACKAGING  
COURSE CODE : BNK 30902  
PROGRAM : BNK  
EXAMINATION DATE : JUNE 2018/JULY 2018  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTIONS.

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THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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Universiti Tun Hussein Onn Malaysia  
Faculty of Technology  
Department of Technical Engineering Technology

**Q1** (a) The leading market intelligence agency (MINTEL), has announced **FIVE(5)** “Global Packaging Trends 2018” in its report below. From that report, appraise the trends and issues which can cause impact to global packaging industry over the coming year:

- (i) Package Planet
- (ii) rEpackage
- (iii) Clean Label 2.0
- (iv) Sea Chance
- (v) rEnavigate

(15 marks)

(b) "Changes to the current trend of packaging system will affect people's lifestyle". Analyze the current trend and relate them towards people's life style.

(10 marks)

**Q2** (a) Relate how food suppliers and packaging equipment manufacturers concerned about the zero tolerance approach to ensure food safety.

(5 marks)

(b) Recommend **FIVE (5)** food safety issues for risk reduction of food contamination using "Zero Tolerance Approach to food safety hazards" in food safety.

(20 marks)

**Q3** (a) Robotic automation can be driven towards more flexibility and value added to the current global packaging trends. Justify the factor that affect the flexibility.

(10 marks)

(b) The packaging market is facing growing customer expectations. Machinery is not only flexible and efficient, but also capable to adapt changes in formats, products and materials. In this context, summarize the finding of complete line solutions that can warrant overall performances.

(15 marks)

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- Q4** (a) Propose how future issues of sustainable packaging over the next decade from the consumers perspective, based on consumer demand for easy packing and environmental preservation.

(10 marks)

- (b) “In the pharmaceutical area, packaging is very important, and becomes an integral part of new drug development. Issues and trend traceability, new materials, formats and ergonomics are the focuses for packaging improvement. Traceability is critical for the safety and service which provided for patients.” From the above statement, recommend the design innovation of sustainability which can be adapt in pharmaceutical packaging industry.

(15 marks)

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- END OF QUESTIONS -