



PIABC LEVEL 5 DIPLOMA IN PACKAGING TECHNOLOGY

(Qualification Number: 600/0017/X)

EXAMINATION PAPER

November 2018

A/502/5921 UNIT 01

Packaging in Today's World

Instructions to Candidates

You are required to answer and pass **ALL** the questions

Write your answers in the answer book provided

Wherever possible, use diagrams to illustrate your answer

This is a closed book examination

Reading Time: 5 minutes

Examination Time: 3 Hours

PIABC Level 5 Diploma in Packaging Technology
Unit 1 – Packaging in Today's World
November 2018

YOU ARE REQUIRED TO ANSWER **ALL** THE QUESTIONS ON THIS PAPER

Learning Outcome 1
Understand the role of packaging in the modern society
(This question is worth 10% of the marks for this unit)

Question 1

- A) Identify FIVE current social or economic changes that are impacting the way in which brand owners are using packaging. (5 x ½ mark)
- B) Briefly discuss EACH factor explaining how the brand owner has responded. (5 x 1½ marks)

Learning Outcome 2
Understand the structure and interactions of elements in the packaging supply chain
(This question is worth 20% of the marks for this unit)

Question 2

- A) Define the terms primary, secondary and tertiary packaging; describing typical packaging for beer packaged in glass bottles to illustrate your answer. (9 marks)
- B) For 12 bottles of beer packed in a wraparound corrugated case; explain how the case helps to overcome shock, vibration and compression hazards. In each case, comment on the contribution of the packaging in overcoming these hazards. (6 marks)
- C) Describe some of the typical pre-shipment testing equipment used to evaluate the ability of packaged goods to survive storage and distribution process. (5 marks)

Learning Outcome 3
Understand the functions of packaging
(This question is worth 30% of the marks for this unit)

Question 3

- A) Using examples; describe FIVE different preservation techniques by which the shelf life of food is extended and the packaging implications. (5 x 2 marks)
- B) Discuss how fruit filled biscuits in a plastic tray and flow-wrapped in a printed plastic film fulfils the functions of packaging for an internationally traded brand of biscuits. Include economic and environmental/legal factors. (8 x 2 marks)
- C) For a packet of potato crisps; discuss how Modified Atmosphere Packaging (MAP) can be applied to extend the shelf life of the product. (4 marks)

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Learning Outcome 4
Know the principles of the key legislation, regulations and standards relating to the packaging supply chain

(This question is worth 15% of the marks for this unit)

Question 4

- A) Discuss how the intellectual property created during the development of packaging can be protected by legislation. (5 marks)
- B) Discuss how changes in legislation, regulations and standards have influenced packaging practice. Use FOUR examples to illustrate your answer. (4 x 2 marks)
- C) Identify FOUR possible consequences of failing to comply with legislation. (4 x ½ marks)

Learning Outcome 5
Understand the factors that affect the impact of packaging on the environment

(This question is worth 15% of the marks for this unit)

Question 5

- A) Using examples; discuss SEVEN environmental factors that need to be considered when making packaging choices. (7 x 1 mark)
- B) Identify FOUR methods of managing consumer packaging after its first use (4 x ½ mark) and describe the relevant considerations for each method (4 x 1½ marks).

Learning Outcome 6
Understand the relationship between packaging and marketing

(This question is worth 10% of the marks for this unit)

Question 6

- A) Describe the FIVE activities that a marketing professional must complete when developing a new product. (5 x 1 mark)
- B) a) Identify the FOUR P's of marketing in the marketing mix. (1 mark)
b) Briefly describe how packaging relates to each of the FOUR P's. (4 x 1 mark)