



PIABC LEVEL 5 DIPLOMA IN PACKAGING TECHNOLOGY

(Qualification Number: 600/0017/X)

EXAMINATION PAPER

June 2021

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

INSTRUCTIONS TO CANDIDATES

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) Packaging has had to respond to significant consumer lifestyle changes. Identify FIVE of those changes and, for each, give an example of how packaging was developed to meet that change. (5 marks)
- B) Using FIVE examples, how can packaging activities be reflected in a company’s corporate social responsibility (CSR) programme. (5 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 luxury box of chocolates is supplied through a major supermarket chain. For this product:

- A)
 - a) Define the terms primary, secondary and tertiary packaging. (3 x ½ mark)
 - b) Describe suitable primary, secondary, and tertiary packaging for the chocolates. (3 x 1½ marks)
- B)
 - a) Describe a typical distribution chain from the packer filler to the supermarket. (2 marks)
 - b) Discuss the causes and effects of the principal hazards that this packed product may be exposed to during this distribution cycle. (6 x 1 mark)
- C) The manufacturer is evaluating the potential for direct postal/courier delivery of the chocolates. Discuss which hazards in this distribution could be different (3 marks) and how the packaging may be changed to ensure it is delivered in good condition (3 marks).

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

Question 3

For EACH of the following products:

1. 50ml hand sanitiser gel
 2. 500g fresh chicken
 3. 1kg sugar
 4. A computer monitor
- A) Identify **THREE** key functions which the primary packaging is required to meet and explain why these functions are important. (4 x 3 marks)
- B) Propose suitable **PRIMARY** and **SECONDARY** packaging for each product and explain how your proposals meet the functions you have identified. (4 x 2½ marks)
- C) For the proposed pack formats, discuss the most probable causes and effects of packaging deterioration in the journey from the end of the packaging line to the point of disposal. (4 x 2 marks)

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) Identify a piece of legislation which applies to packaging that aims to protect the consumer or end user from harm (1 mark). Describe ONE specific requirement of this legislation and discuss how it fulfils this aim (2 marks). **Note: Please state which country’s legislation is being cited.**
- B) Legislation has an important role in ensuring honesty in trade. Discuss THREE ways that packaging could potentially contribute towards dishonesty in trade. (3 x 1 mark)
- C) Discuss the difference between using legislation or standards in achieving good practice. (5 x 1 mark)
- D) For a globally supplied product, discuss the possible consequences of failing to comply with legislation. (4 marks)

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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) a) Identify the 4P's of marketing. (4 x ½ mark)
b) Explain the relationship between packaging design and each of the 4P's. (4 x 1 mark)
- B) Using examples; identify the characteristics of a strong brand and discuss how this is supported by the packaging used. (4 x 1 mark)

END OF EXAMINATION PAPER