

## **(14) Packing and Distribution Management**

### **Unit I**

*Introduction* - Definition, principles, role and importance of packaging.

*History*- Various types of packaging, historical development of packaging.

### **Unit II**

✓ *Packing material* - Various materials and forms, Packaging design, green packaging.

✓ *Physical distribution* - Definition and need for physical distribution, market forces.

### **Unit III**

*Channels of distribution*-Channel functions, Design of distribution channel network.

*Channel management*-Types, roles and evaluation of channel members

### **Unit IV**

✓ *Transportation*-Scope and methods of transportation, multimodal transport.

*Procurement for transportation services*-traffic regulations, transport laws.

### **Unit V**

*Distribution audit*-Establishment of management parameters, monitoring.

*Organization for distribution* - Definition and need of distribution organization.