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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2014/2015**

COURSE NAME : ISSUES AND TREND GLOBAL IN  
PACKAGING  
COURSE CODE : BNK 30902  
PROGRAM : 3 BNK  
EXAMINATION DATE : JUNE / JULY 2015  
DURATION : 2 HOURS  
INSTRUCTION : ANSWER **FOUR(4)** QUESTIONS  
ONLY.

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

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**Q1** (a) Discuss **FIVE(5)** of the most important consumer packaging market trends in the insight feature below:

- (i) sustainability.
- (ii) healthy living.
- (iii) convenience.
- (iv) authenticity and trust.
- (v) cost-effective shopping.

(15 marks)

(b) "Changes to the current trend of packaging system will affect people's lifestyle". Rewrites the statements mentioned.

(10 marks)

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

(5marks)

(b) Appraise the trend will come system packing more functional and sustainable. Proposals submitted must take into account the approach to eco-friendly environment along with the development of new technologies that are sustainable

(20 marks)

**Q3** (a) Whether it primary, secondary or tertiary, packaging is the only way to market a product in good conditions which involve cost. Propose how automation technology in packaging industries can reduce the cost.

(10 marks)

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- (b) Trend towards ergonomics grow stronger every year and encourage to adapt packaging machinery. We are therefore working on improving format changeover, on better integrating robotics and new technologies, quite simply because ergonomics is one of our major concerns. Recommend how trend “Ergonomics is a priority for our customers” can be related to the current packaging equipment.
- (15 marks)

- Q4** (a) The packaging market is facing growing customer expectations. Machinery must not only be flexible and efficient, but also adapt to changes in formats, products and materials. In this context, interpret the finding complete line solutions can warrant overall performances.
- (15 marks)

- (b) Propose how robotic automation can driven towards more flexibility and value added to the current global packaging trends.
- (10 marks)

- Q5** (a) Explain how future issues of sustainable packaging from the consumers perspective in the over the next decade, base on consumer demand for easy packing and environmental preservation.
- (10 marks)

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

- END OF QUESTION -