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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2016/2017**

COURSE NAME : ISSUES AND TREND IN GLOBAL
PACKAGING

COURSE CODE : BNK 30902

PROGRAMME CODE : BNK

EXAMINATION DATE : JUNE 2017

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : ANSWERS ALL QUESTIONS

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

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- Q1** (a) Current issue and trend of global packaging that will continue to deeply impact to packaging and its associated industries next decade. From that statement, apprise the issues and trend following the major and influences that will affect supply chain packaging below
- (i) Electronic business processes
 - (ii) Supply chain management
 - (iii) Convenience packaging
 - (iv) Marketability
 - (v) Packaging for an ageing population
- (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) Describes 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 in reducing the risk 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 to affect the flexibility.
- (10 marks)
- (b) The packaging market is facing growing customer expectations. Machinery is not only be flexible and efficient, but also adapt to changes in formats, products and materials. In this context, summarize the finding complete line solutions that can warrant overall performances.
- (15 marks)

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- Q4** (a) Propose how future issues of sustainable packaging from the consumers perspective 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 the design innovation on sustainability can adapt in pharmaceutical packaging industry.

(15 marks)

- END OF QUESTIONS -

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