

No. of Printed Pages : 3

MAM-004

00440 **POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2011

**MAM-004 : HUMAN, RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : *Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.*

1. Describe the following in 2-3 sentences : 5x2=10

- (a) Human Resource Planning
- (b) Collective Bargaining
- (c) Participatory Management
- (d) Basic Marketing Functions
- (e) Sources of Finance.

2. (a) Define the following : 5x1=5

- (i) Depreciation
- (ii) Break even point
- (iii) Brand
- (iv) Relationship Marketing
- (v) Insurance

(b) Comment on the following issues in brief.

(i) Verbal Vs Non-Verbal
Communication. $2 \times 2\frac{1}{2} = 5$

(ii) Haat Vs Mandi

3. Explain the following terms : $5 \times 2 = 10$

(a) Commodity Exchange

(b) Electronic Auction System (EAS)

(c) Marketing Mix

(d) C + F Agents

(e) AIDA

4. Answer *any two* of the following questions : $2 \times 5 = 10$

(a) Briefly discuss the steps involved in the process of Human Resource planning.

(b) Discuss the importance of effective communication.

(c) Discuss the compounding and discounting methods of project valuation plantations ?

5. (a) Define balance sheet. What are the components of a balance sheet ? 5

(b) Explain the following concepts : $2 \times 2\frac{1}{2} = 5$

(i) Negotiable Instruments

(ii) Single entry accounts.

6. Write short notes on the following : **4x2½=10**
- (a) Role of trade unions in plantations
 - (b) Conflicts management
 - (c) Supply chain management
 - (d) Agri - Marketing Mix
7. (a) Examine the role and components of marketing information systems **5**
- (b) Briefly discuss the role of Human Resource Management in a changing business environment. **5**
8. (a) What is an Electronic Auction System ? **5**
Explain the different auction processes of EAS
-
- (b) Define costs. What are the different methods of classifying costs ? **1+4=5**

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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

June, 2012

**MAM-004 : HUMAN, RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.

1. Describe the following in 2-3 sentences :

5x2=10

- (a) Marketing management
- (b) Market segmentation
- (c) Budgetary control
- (d) Contribution margin
- (e) Negotiation

2. (a) Define the following :

5x1=5

- (i) Participatory Management
- (ii) Performance Appraisal
- (iii) Collective Bargaining
- (iv) Marketing
- (v) Balance Sheet

(b) Compare and contrast the following terms :

- (i) Uncertainty and Risk 2x2½=5
- (ii) Primary and derivatives market.

3. Explain the following terms : 5x2=10
- (a) Channel Power
 - (b) Sales Support System
 - (c) Commodity derivatives
 - (d) Agri-Marketing Mix
 - (e) Regulated Markets
4. Answer *any two* of the following questions : 2x5=10
- (a) Briefly discuss the HRM practices in the plantation sector. Are they significantly different from practices in the organised industry ?
 - (b) Discuss the statutory welfare measures to be ensured in plantations.
 - (c) Explain the different communication channels in organisations.
5. (a) What is meant by the term "depreciation"? 5
Explain two methods of calculating depreciation.
- (b) Explain the following concepts : 2x2½=5
- (i) Single entry accounting system
 - (ii) Hedging

6. Write short notes on the following : 4x2½=10
- (a) Public Distribution system
 - (b) Distribution channels
 - (c) Sales Promotion for Plantation Products
 - (d) Sources of risk in Plantations.
7. (a) What are forward contracts ? How are they different from futures contracts ? 5
- (b) Discuss the role of Exim Bank of India in export Promotion. 5
8. (a) What is meant by performance evaluation ? 5
How can it be implemented for a tea plantation ?
- (b) Define conflict. What are the different types of conflicts ? Discuss the relative merits and demerits of the different models of conflicts management. 5
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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2012

**MAM-004 : HUMAN, RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.

1. Distinguish between 5x2=10
 - (a) Haats and Mandis
 - (b) Call option and Put option
 - (c) Advertising and Sales Promotion
 - (d) Forward contract and Futures contract
 - (e) Formal and Informal channels of communication
2.
 - (a) Discuss the various functions of Human Resource Management. 5
 - (b) Explain the elements and process of communication. 5
3.
 - (a) Explain the following : 2x2½=5
 - (i) Margin of Safety
 - (ii) Balance Sheet

- (b) Risk management is important in Plantation business. Why ? 5
4. (a) What do you understand by electronic markets ? What are its advantages when compared to traditional markets ? 5
- (b) What is Marketing Information System ? 5
Discuss the need of Marketing Information system in Plantation business.
5. Discuss the role of advertising in Product promotion. Explain the steps in developing an advertising campaign. 10
6. Write short notes on : 4x2½=10
- (a) Types of Warehouses
 - (b) Vickery Auction
 - (c) Supply chain for Natural Rubber
 - (d) Income Statement
7. Briefly discuss the following : 2x5=10
- (a) Welfare Measures in Plantations
 - (b) Commodity Exchanges
8. Explain the various sub-systems of Marketing Information system. 10
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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
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Term-End Examination

June, 2013

**MAM-004 : HUMAN, RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.

1. Distinguish between : 5x2=10
 - (a) Human Resource Management and Personnel Management
 - (b) 4 Ps and 4 Cs
 - (c) Marketing mix and Promotional mix
 - (d) Call options and Put options
 - (e) Assets and Liabilities

2.
 - (a) What is meant by Conflict ? Discuss the ways/models for Conflict Resolution. 5
 - (b) Discuss the various communication channels in organisations. 5

3.
 - (a) Explain the following : 2x2½=5
 - (i) Break even point
 - (ii) Income statement

- (b) What is meant by a budget ? Discuss the importance of budgets and the various classification of budget. 5
4. (a) What is meant by Electronic Auction System ? Explain the auction process of Dutch auction and English Auction. 5
- (b) What are the challenges in implementing Marketing Information System ? 5
5. Discuss in detail the various components of logistics and supply chain. 10
6. Write short notes on : $4 \times 2\frac{1}{2} = 10$
- (a) C and F agents
 - (b) Promotional mix
 - (c) Supply chain for tea
 - (d) Functions of Agri-Marketing
-
7. Briefly discuss the following : $2 \times 5 = 10$
- (a) Role of trade unions in Plantations
 - (b) Types of derivatives
8. What is meant by cost classification ? Elaborate the different ways to classify cost. 10
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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2013

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.

1. Distinguish between : 2x5=10
 - (a) Human Resource Planning and Human Resource Management.
 - (b) Employee Turnover and absenteeism
 - (c) Dutch Auction and English Auction
 - (d) Mandis and Haats
 - (e) Call option and Put option
2. What is an agri-marketing system ? Briefly discuss 10
the concept of the agri-marketing process. What are the different functions of agrimarketing ?
3. Briefly discuss the following : 5x2=10
 - (a) Communication channels
 - (b) Sales Promotion
4. (a) Explain the following concepts : 2½x2=5
 - (i) Break even point
 - (ii) Margin of safety
(b) Briefly discuss the different methods of 5
costing. Examine the relevance of ABC system in plantations.

5. (a) Examine the functioning of the different export financing institutions. 5
(b) What are the important functions of warehousing ? What are the different types of warehouses ? 3+2
6. What are the important components of logistics and supply chain management in marketing of plantation products ? Examine the functions of each component. 10
7. (a) Examine the relative merits and demerits of the different models of resolving conflicts ? 5
(b) What are the statutory welfare measures which have to be ensured in a plantation ? 5
8. What are the different steps that can be taken for risk management in plantations ? What are the specific risks that are relevant to plantations ? 5+5=10

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MAM-004

PGDPM

Term-End Examination

June, 2014

**MAM -004 : HUMAN RESOURCE, MARKETING AND
FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

*Note : Answer any five questions. Question No. 1 is compulsory.
All question carry equal marks.*

1. Distinguish between:

2x5 = 10

(a) Verbal and non-verbal communication

(b) Horizontal and diagonal communication channels

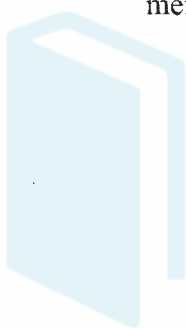
(c) Capital Assets and Current Assets

(d) Forward Contracts and futures contracts

(e) Marketing mix and promotional mix

2. Briefly discuss the human resource management practices in the plantation sector. 10
 3. Define the Agri – Marketing system. Explain the agrimarketing process and the agrimarketing functions. 10
 4. Examine the importance of sales promotion. What are the objectives of sales promotion? Discuss the sales promotion techniques which can be adopted in the plantation sector. 10
 5. Briefly discuss the components of logistics and supply chain for plantation products. Who are the participants in the supply chain for natural rubber? 7+3=10
 6. What are the basic functions in the management of labour in plantations? Examine the role of trade unions in plantations. 6+4=10
-
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7. (a) Explain the process of communication with the help of flow chart. 5
 - (b) Compare and contrast the functioning of formal and informal communication channels 5

8. (a) Write notes on *any two*: 2½x2=5
- (i) Standard Costing.
- (ii) Credit insurance.
- (iii) Collective Bargaining .
- (b) How can Performance of evaluation be conducted in a tea plantation. Prepare a menu for performance criteria. 5



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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

00131

December, 2014

**MAM-004 : HUMAN RESOURCE, MARKETING AND
FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Attempt any *five* questions. All questions carry equal marks.

1. (a) Discuss the functions and types of electronic auction process. 5
(b) What is marketing ? Explain why agricultural marketing is important to society. 5
2. (a) Explain in brief Market Segmentation, Targeting and Positioning (STP). 5
(b) Define Marketing Information System (MIS). Explain the needs of MIS for a successful and sustainable plantation business. 5

3. What is meant by Supply Chain Management ?
Discuss the major components of logistics and supply chain management in marketing of plantation products. 10
4. Discuss the following : 2×5=10
- (a) Principles of Accounting
 - (b) Classification of Costs
5. (a) What do you understand by 'cash management' ? Briefly discuss the cash management practices. 5
- (b) Explain the concept and functions of human resource management. 5
6. Discuss the various statutory welfare measures which have to be ensured by the estate manager of a plantation. 10
7. Write short notes on any **five** of the following : 5×2=10
- (i) Dutch auction process
 - (ii) Functions of distribution channels
 - (iii) Importance of sales promotion
 - (iv) Cost of credits
 - (v) Risk and uncertainty
 - (vi) Computer accounting package
 - (vii) Personnel management
 - (viii) Assertive style of communication

8. Define any **ten** of the following :

10×1=10

- (i) Personal selling
- (ii) Product promotion
- (iii) Spot market
- (iv) Secondary market
- (v) Reserve funds
- (vi) Capital expenditure
- (vii) Indirect costs
- (viii) Standard costing
- (ix) Market fundamental analysis
- (x) Conflict
- (xi) Negotiation
- (xii) Non-verbal communication

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MAM-004**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)****Term-End Examination****June, 2015****MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT***Time : 2 hours**Maximum Marks : 50**Note : Attempt any five questions. All questions carry equal marks.*

1. (a) Define electronic market. How it differs from traditional market ? 5
(b) Define marketing. Discuss the approaches to the study of marketing. 5
2. Discuss the following : 2x5=10
(a) Agri-marketing functions
(b) Marketing mix
3. (a) What do you understand by the concept of supply chain management ? Discuss the pattern and participants involved in supply chain of coffee. 5
(b) Discuss the elements of promotional mix. 5
4. Describe the following :
(a) Process of creating financial information 4
(b) Types of costing 3
(c) Break-even point 3

5. (a) What are derivations ? Briefly discuss common types of derivatives. 5
(b) What do you mean by human resource management ? Why it is important in changing business environment ? 5
6. (a) Discuss the characteristics of labour in plantation sector. 5
(b) What is communication process ? Discuss its elements. 5
7. Write short notes on **any five** : **2x5=10**
(a) Bidding terminal
(b) Challenges in implementation of market information system
(c) Types of warehouses
(d) Double entry accounting system
(e) Activity Based Costing System (ABC System)
(f) Credit insurance
(g) Industrial relations
(h) Downward channels of communication
8. Define **any ten** of the following : **10x1=10**
(a) Brand
(b) Agent
(c) Market information system
(d) Storage
(e) Direct marketing
(f) Assets
(g) Depreciation
(h) Budget
(i) Hedging
(j) Recruitment
(k) Employer
(l) Verbal communication

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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2015

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. Question No. 1 is compulsory. All answers carry equal marks.

1. Differentiate between any four of the following : **4x2½=10**
- (a) Human Resource Management and Personnel Management.
 - (b) Marketing Mix and Promotional Mix.
 - (c) Direct Cost and Indirect Cost.
 - (d) Verbal and Non - Verbal Communication.
 - (e) Job Costing and Process Costing.
2. (a) Discuss the communication process in detail. **5**
- (b) What is conflict ? Discuss the strategies to minimise conflicts. **5**

3. Explain the following : 5x2=10
(a) Personal Selling Process
(b) Supply Chain for Tea
4. Discuss the welfare measures to be followed in plantations. 10
5. (a) What do you understand by Derivative Contract ? List the commonly used derivative contracts and explain any one. 5
(b) What is a budget ? What are the ways of classifying budgets ? 5
6. Briefly discuss the following : 5x2=10
(a) Marketing Information System (MIS) and its functions.
(b) Electronic Auction System and Auction Processes.
7. Explain the following : 5x2=10
(a) Break even point and shut down point.
(b) Role of trade unions.
8. Discuss the salient features and practices of human resource management in plantations. 10
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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

June, 2016

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.

1. Differentiate between **any four** of the following :
 - (a) Call option and Put option **4x2.5=10**
 - (b) Advertising and Sales Promotion
 - (c) Haats and Mandis
 - (d) Product Promotion and Sales Promotion
 - (e) Job costing and Process costing
2. Discuss the elements and process of communication. **10**
3. Briefly discuss the following : **5x2=10**
 - (a) Market segmentation, targetting and positioning
 - (b) Agri-marketing mix
4. Briefly discuss the functions of Human Resource Management. **10**

5. (a) Discuss the Fundamental and Technical Analysis of Markets. 5
(b) What are Commodity Exchanges ? Elaborate. 5
6. Briefly discuss the following : 5x2=10
(a) Supply chain for rubber.
(b) Steps in developing advertising campaign.
7. (a) What do you understand by depreciation ? Discuss the two methods of calculating depreciation. 5
(b) What are Futures Contracts ? Differentiate between Futures Contracts and Forward Contracts. 5
8. Explain the following : 5x2=10
(a) Cash Management Cycle
(b) Conflict Resolution
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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2016

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. Write short notes on **any four** of the following :
 - (a) Employee turnover and absenteeism $4 \times 2\frac{1}{2} = 10$
 - (b) Upward communication channels
 - (c) Types of exchange
 - (d) Cash budget
 - (e) Credit insurance
 - (f) Supply chain management
2. (a) Define Human Resource Planning (HRP). 5
Discuss the process of HRP.
- (b) Briefly discuss the organizational structure 5
of human resources in plantations.
3. (a) Define Industrial Relations. State the scope 5
and objectives of Industrial Relations.
- (b) Enlist the general legislations applicable to 5
plantation labour. Discuss any one.

4. (a) Enlist the models of resolving conflicts. 5
Explain any two.
- (b) What is meant by the marketing ? Discuss 5
the importance of Agri-marketing to the
society.
5. What do you understand by the Marketing 10
Information System (MIS) ? Discuss in brief
various sub-systems of MIS.
6. State the meaning and importance of product 10
promotion. Discuss the elements of promotional
mix.
7. (a) What is balance sheet ? State its 5
components.
- (b) Define budget. Discuss the steps involved 5
in preparation of budget.
8. (a) What do you mean by risk and risk 5
management ? Enlist the type of risks
involved in business.
- (b) Discuss about fundamental analysis of 5
markets.

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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

June, 2017

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

*Note : Answer **any five** questions. All questions carry equal marks.*

-
1. Write short notes on **any four** : **4x2½=10**
 - (a) Features of human resource management in plantations.
 - (b) Conflict management
 - (c) Cost of credit
 - (d) Pre-shipment finance
 - (e) Agri-marketing functions
 - (f) Sales promotion

 2.
 - (a) Define recruitment. Explain the sources of recruitment. **5**

 - (b) Briefly discuss the human resource management practices in the plantation sector. **5**

3. (a) Discuss the various welfare measures to be followed in plantations. 5
(b) Discuss the hardwares required in electronic auction system. 5
 4. What is communication ? Describe the elements of communication process. 10
 5. (a) What is market ? Classify different forms of markets. 5
(b) Discuss the meaning of marketing information system and its application to plantation sector. 5
 6. Discuss in brief the concept and major components of supply chain management in the marketing of plantation products. 10
 7. (a) What is income statement ? Discuss the points to be followed in preparing income statement. 5
(b) What is cost accounting ? What are its objectives. 5
 8. (a) Discuss the sources of risks in plantations. 5
(b) What are two approaches for analysing price patterns in technical analysis of market ? 5
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**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2017

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

-
- | | | | |
|----|-----|---|----|
| 1. | (a) | What do you understand by Human Resource Management (HRM)? Discuss the changes in business environment which have implications on human resource practices. | 5 |
| | (b) | Explain the concept and scope of industrial relations. | 5 |
| 2. | | What is communication ? Explain the elements of communication process. | 10 |
| 3. | (a) | Define electronic market place. How electronic market differs from the traditional market ? | 5 |
| | (b) | Define marketing. Why agri - marketing is important to the society ? | 5 |
-

4. (a) What is meant by marketing information system ? Discuss the information needs of the plantation business. 5
- (b) What are the various sub - systems of marketing information system ? Discuss about anyone. 5
5. (a) Define accounting. What are the different types of accounts maintained by the business firms ? 5
- (b) What is risk management ? Enlist the risks involved in business. 5
6. Explain the following :
 - (a) Direct and indirect costs 3
 - (b) Cost accounting 3
 - (c) Budget and its classification 4
7. Write short notes on any five : 2x5=10
 - (a) Forward Market Commission
 - (b) Cost of Credit
 - (c) Export Financing Institutions
 - (d) Functions of Exchange
 - (e) Warehousing
 - (f) Product Promotion
 - (g) Registration of Plantation
 - (h) Upward Channels of Communication
8. Define any ten of the following : 1x10=10
 - (a) Liabilities
 - (b) Income statement
 - (c) Variable costs
 - (d) Shut down point
 - (e) Regulated Market
 - (f) Personal selling
 - (g) Retailer
 - (h) Promotion
 - (i) Placement
 - (j) Employer
 - (k) Negotiation
 - (l) Worker

No. of Printed Pages : 2

MAM-004

00105

POST GRADUATE DIPLOMA IN PLANTATION MANAGEMENT (PGDPM)

Term-End Examination

June, 2018

MAM-004 : HUMAN RESOURCE, MARKETING AND FINANCIAL MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : *Attempt any five questions. All questions carry equal marks.*

1. (a) What do you understand by recruitment ? 5
Discuss the various sources of recruitment.
- (b) Define conflict. Discuss the types of conflict 5
present in an organisation.
2. Discuss the following :
 - (a) Features of human resources in plantations. 5
 - (b) Principles and Functions of trade unions. 5
3. Discuss the architecture of electronic auction 10
system to support the e-auction process.
4. (a) What is meant by agri-marketing 5
functions ? Classify the agri-marketing
function.
- (b) Define marketing mix. Briefly discuss the 5
elements of marketing mix.

5. (a) What is balance sheet ? Discuss its components. 5
(b) Differentiate between forwards and futures contracts. 5
6. Explain the following :
(a) Profit - Volume Ratio 3
(b) Break - Even Analysis 3
(c) Standard Costing 4
7. Write short notes on any five : 2x5=10
(a) Credit insurance
(b) Cash budget
(c) Depreciation
(d) Dynamic pricing
(e) Supply Chain Management
(f) Marketing intelligence
(g) Communication styles
8. Define any ten of the following : 1x10=10
(a) Assets
(b) Capital expenditure
(c) Physical market
(d) Cost
(e) Distress sale
(f) Sales promotion
(g) Market research
(h) Network
(i) Performance appraisal
(j) Induction
(k) Business process outsourcing
(l) Plantation

No. of Printed Pages : 2

MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

December, 2018

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

-
- | | | | |
|----|-----|---|---|
| 1. | (a) | What do you understand by Human Resource Management (HRM)? Discuss the core characteristics of HRM. | 5 |
| | (b) | Define recruitment. Discuss the sources of recruitment. | 5 |
-
2. Describe the welfare measures provided in the plantations. 10
3. (a) Discuss the formal channels of communication. 5
- (b) Explain the communication styles. 5
4. (a) What is electronic markets? How electronic markets differ from traditional markets. 5
- (b) Discuss about 4 P's of agri-marketing mix. 5

5. What do you understand by Marketing Information System (MIS)? Enlist the components of MIS and State the challenges in implementing the MIS. 10
6. (a) What do you understand by supply chain management? Who are the participants in coffee supply chain? 5
- (b) What is accounting? Discuss the process of creating financial information. 5
7. Explain the following : 3
- (a) Cash budget 3
- (b) Cost of credit 3
- (c) Standard costing 4
8. Write short notes on any five : 2x5=10
- (a) Activity based costing system
- (b) Cash cycle
- (c) Crop insurance
- (d) Market related risks
- (e) Futures contracts
- (f) Agri-marketing functions
- (g) Personal selling
- (h) Advertising
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MAM-004

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

00735 Term-End Examination

June, 2019

**MAM-004 : HUMAN RESOURCE, MARKETING
AND FINANCIAL MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

Note : 1. *Attempt any **five** questions.*

2. *All questions carry equal marks.*

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1. (a) What is human resource planning ? Briefly discuss the process of human resource planning. 5
 - (b) Discuss the salient features of human resource management in plantation. 5
 2. (a) What are industrial relations ? State the approaches of industrial relations. 5
 - (b) Discuss the role of trade unions in plantations. 5
 3. Define communication. Discuss the elements of communication process. 10

4. (a) Name the types of electronic auction processes. Discuss the features of any one. 5
(b) What is marketing ? State the importance of agri-marketing to the society. 5
5. State the importance of Marketing Information System (MIS). Discuss the various sub-systems of MIS. 10
6. (a) Discuss about intermediaries involved in distribution channels of plantation products. 5
(b) What are the books which constitute the accounting database ? 5
7. Explain the following :
(a) Costing techniques 3
(b) Relevant costs and revenues 3
(c) Managing cash flows 4
-
8. Write short notes on any **five** of the following : $5 \times 2 = 10$
(a) Budget
(b) Credit Insurance
(c) Risk Management
(d) Production Related Risks
(e) Forward Contracts
(f) Transportation Functions
(g) Production Promotion
(h) Importance of Sales Promotion

No. of Printed Pages : 1

MAM-004

POST GRADUATE DIPLOMA IN PLANTATION MANAGEMENT (PGDPM)**Term-End Examination****December, 2019****MAM-004 : HUMAN RESOURCE, MARKETING AND FINANCIAL
MANAGEMENT***Time : 2 hours**Maximum Marks : 50***Note :** (i) *Attempt any five questions.*(ii) *All questions carry equal marks.*

-
- | | | | |
|----|-----|--|--------|
| 1. | (a) | What is meant by human resource management ? Discuss the changes in business environment that has implications on human resource management. | 5 |
| | (b) | State in brief various human resource management practices in plantations. | 5 |
| 2. | (a) | Write the role and functions of trade unions in plantations. | 5 |
| | (b) | What is communication ? Discuss the barriers to effective communication. | 5 |
| 3. | (a) | What do you understand by communication channel ? State the types of communication channels. | 5 |
| | (b) | Classify the functions of agricultural marketing. | 5 |
| 4. | | Define marketing information system. Explain the information needs of the plantation business. What are the approaches to marketing information system ? | 10 |
| 5. | | What is supply chain management ? Discuss the components of supply chain management ? | 10 |
| 6. | (a) | What is product promotion ? What are the elements of promotional mix ? | 5 |
| | (b) | State the meaning and importance of sales promotion. | 5 |
| 7. | (a) | What is standard costing ? State the steps it involves. | 5 |
| | (b) | What is cash budgeting ? How to manage cash flow ? | 5 |
| 8. | | Write short notes on any five : | 2x5=10 |
| | (a) | Double entry accounting system | |
| | (b) | Profit and loss account | |
| | (c) | Direct and indirect costs | |
| | (d) | Activity based costing system | |
| | (e) | Cost of credit | |
| | (f) | Sources of risk in plantation | |
| | (g) | Technical analysis of market | |
-

No. of Printed Pages : 3

MAM-004

**POST GRADUATE DIPLOMA IN
PLANTATION MANAGEMENT
(PGDPM)**

Term-End Examination

June, 2020

**MAM-004 : HUMAN RESOURCE, MARKETING AND
FINANCIAL MANAGEMENT**

Time : 2 Hours *Maximum Marks : 50*

*Note : Attempt any five questions. All questions
carry equal marks.*

-
-
1. (a) What is recruitment ? Discuss the sources
of recruitment. 5
(b) What do you understand by personnel
management and human resource
management ? 5
 2. Discuss the concept, scope and approaches of
human resource management. 10

[2]

MAM-004

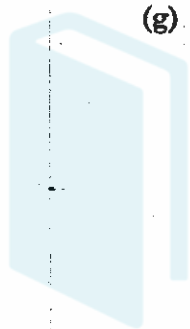
3. (a) Discuss the different styles of communication. 5
- (b) Differentiate between traditional market and electronic market. 5
4. What do you understand by agri-marketing mix ? Discuss the elements of marketing mix. 10
5. Describe the sub-systems of marketing information system. 10
6. (a) Explain the channels of primary marketing of tea. 5
- (b) State the features and functions of advertising. 5
7. (a) What is balance sheet ? What constitutes the balance sheet ? 5
- (b) What are the risk involved in plantation sector ? Write the benefits of managing risk. 5
8. Write short notes on any *five* of the following :

2 each

- (a) Trial balance

[3]

- (b) Depreciation**
- (c) Fixed and variable costs**
- (d) Break-even point**
- (e) Liquidity *vs.* Profitability**
- (f) Futures contracts**
- (g) Fundamental analysis of market**



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