

**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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