

**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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