

**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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