

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.*

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| 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 | |
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