

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**
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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