

00105

**POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)**

Term-End Examination

June, 2018

**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) What do you understand by recruitment ? 5
Discuss the various sources of recruitment.
- (b) Define conflict. Discuss the types of conflict 5
present in an organisation.
2. Discuss the following :
 - (a) Features of human resources in plantations. 5
 - (b) Principles and Functions of trade unions. 5
3. Discuss the architecture of electronic auction 10
system to support the e-auction process.
4. (a) What is meant by agri-marketing 5
functions ? Classify the agri-marketing
function.
- (b) Define marketing mix. Briefly discuss the 5
elements of marketing mix.

5. (a) What is balance sheet ? Discuss its components. 5
(b) Differentiate between forwards and futures contracts. 5
6. Explain the following :
(a) Profit - Volume Ratio 3
(b) Break - Even Analysis 3
(c) Standard Costing 4
7. Write short notes on any five : 2x5=10
(a) Credit insurance
(b) Cash budget
(c) Depreciation
(d) Dynamic pricing
(e) Supply Chain Management
(f) Marketing intelligence
(g) Communication styles
8. Define any ten of the following : 1x10=10
(a) Assets
(b) Capital expenditure
(c) Physical market
(d) Cost
(e) Distress sale
(f) Sales promotion
(g) Market research
(h) Network
(i) Performance appraisal
(j) Induction
(k) Business process outsourcing
(l) Plantation
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