

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

00735 **Term-End Examination**

**June, 2019**

**MAM-004 : HUMAN RESOURCE, MARKETING  
AND FINANCIAL MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : 1. Attempt any **five** questions.*

*2. All questions carry equal marks.*

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1. (a) What is human resource planning ? Briefly discuss the process of human resource planning. 5
- (b) Discuss the salient features of human resource management in plantation. 5
2. (a) What are industrial relations ? State the approaches of industrial relations. 5
- (b) Discuss the role of trade unions in plantations. 5
3. Define communication. Discuss the elements of communication process. 10

4. (a) Name the types of electronic auction processes. Discuss the features of any one. 5  
(b) What is marketing ? State the importance of agri-marketing to the society. 5
5. State the importance of Marketing Information System (MIS). Discuss the various sub-systems of MIS. 10
6. (a) Discuss about intermediaries involved in distribution channels of plantation products. 5  
(b) What are the books which constitute the accounting database ? 5
7. Explain the following :  
(a) Costing techniques 3  
(b) Relevant costs and revenues 3  
(c) Managing cash flows 4
8. Write short notes on any **five** of the following :  $5 \times 2 = 10$   
(a) Budget  
(b) Credit Insurance  
(c) Risk Management  
(d) Production Related Risks  
(e) Forward Contracts  
(f) Transportation Functions  
(g) Production Promotion  
(h) Importance of Sales Promotion
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