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MAM-004

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

Term-End Examination

June, 2023

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

Time : 2 Hours

Maximum Marks : 50

Note : Answer any *five* of the following questions.

All questions carry equal marks.

1. (a) What is human resource planning ?
Explain the process of human resource
planning. 5
- (b) Discuss the HR responsibilities of Human
Resource Department. 5
2. (a) Explain the features of labour
management in plantation. 5
- (b) Explain the meaning and types of conflicts.
5

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3. (a) Explain the agri-marketing functions. 5
(b) Discuss the elements of agri-marketing mix. 5
4. Define Marketing Information System (MIS).
What are the challenges in implementing MIS ?
10
5. What is supply chain management ? Explain its components. 10
6. (a) Explain the meaning and components of balance sheet. 5
(b) What is Profit Volume Ratio (PV Ratio) ?
How is it calculated ? 5
7. Discuss the aspects relating to cash management in an enterprise. 10
8. Write short notes on any *five* of the following :
5×2=10
- (a) Crop insurance
 - (b) Commodity exchange
 - (c) Technical analysis of markets
 - (d) Electronic market places
 - (e) Supply chain for natural rubber
 - (f) Welfare measures in plantation
 - (g) Conflict resolution

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