

00585

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

Term-End Examination

December, 2010

**MAM-001 : INTRODUCTION TO PLANTATION
MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

*Note : Attempt any five questions. Question 1 is compulsory.
All questions carry equal marks.*

1. (a) Define the following : 1½x4=6
- (i) Plantation crop
 - (ii) Globalization
 - (iii) Entrepreneur
 - (iv) Technology
- (b) Name the following : 1x4=4
- (i) The oldest-thrown beverage
 - (ii) Father of Scientific Management
 - (iii) World's largest importer of cashew kernel
 - (iv) Location of Tea Board Head Quarter

2. (a) Write briefly what do you understand by :
- (i) Lean Management $1\frac{1}{2} \times 4 = 6$
 - (ii) Monsooned Coffee
 - (iii) Spice House Certificate
 - (iv) 2 Family Ventures
- (b) Give the correct expansion of the following abbreviations : $1 \times 4 = 4$
- (i) UNCTAD
 - (ii) NABARD
 - (iii) GDP
 - (iv) OPEC
3. (a) Justify briefly the following statements : $2 \times 3 = 6$
- (i) Tea is a health cum beverage drink
 - (ii) Globalization is inevitable in international trade
 - (iii) The benefits from plantation commodities are universal.
- (b) Give your comments on : $2 \times 2 = 4$
- (i) Effluent treatment in rubber factories.
 - (ii) Employment potential in coffee plantation sector.

4. Write short notes on the following : 2x5=10
- (a) Robusta variety of coffee
 - (b) Professional Entrepreneurs
 - (c) Bureau of Indian Standards (BIS)
 - (d) E - Teams
 - (e) Critical Control Points (CCP)
5. Write briefly on the following aspects : 2½x4=10
- (a) Factors influencing Pepper price in markets
 - (b) 5 'S' (Five 'S') of house keeping
 - (c) Commodity Boards for plantation crops
 - (d) Sanitary and Phytosanitary Agreement (SPA) of WTO
6. (a) State the uses of Black Pepper 3
- (b) List out the steps involved in setting up an Enterprise. 3
- (c) Highlight with available data, area, production and productivity in India, of Rubber and Coconut. 4
7. Write short notes on *any two* : 2x5=10
- (a) Globalization and Plantation Sector,
 - (b) International Pepper Community,
 - (c) Venture technologies suited to Tea.

8. Discuss with reference to *any two* of the plantation crops (Coffee, Pepper, Tea) and state how do these crops provide livelihood to millions of people and contribute to the National economy through exports. **10**
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