

00161

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

**Term-End Examination**

**December, 2010**

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.*

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1. Distinguish between : 2x5=10
  - (a) Recruitment and Selection.
  - (b) Fixed cost and variable cost.
  - (c) Electronic markets and Traditional markets.
  - (d) Verbal and Non - verbal communication.
  - (e) Warehousing and storage.
  
2. Discuss the role of Marketing Information systems for the Plantation business. List various sub-systems of Marketing Information Systems. Also state the challenges in implementing a Marketing Information system in plantation sector in the Indian context. 4+2+4=10

3. Explain the following : 5x2=10  
(a) Industrial Relations.  
(b) Human Resource Management and personnel management
4. What is a derivative ? State its advantages and also elaborate on the common types of derivatives. 2+3+5=10
5. Briefly discuss the following 5x2=10  
(a) Steps involved in designing an advertising campaign.  
(b) Approaches to the study of marketing.
6. (a) Write briefly on any two : 2½x2=5  
(i) Marketing Mix  
(ii) Human Resource Development  
(iii) Depreciation  
(b) What do you understand by Income Statement and Balance Sheet ? Elaborate. 5
7. Write notes on :- 5x2=10  
(a) Welfare measures in Plantations.  
(b) Communication channels.
8. (a) Elaborate the different elements of the promotional mix. 5  
(b) Discuss the role of trade unions in plantations. 5
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