POST GRADUATE DIPLOMA IN PLANTATION MANAGEMENT (PGDPM)

00440

Term-End Examination

December, 2011

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

Time : 2 hours   *Maximum Marks : 50*

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

1.   Describe the following in 2-3 sentences :   5x2=10
   (a)   Human Resource Planning
   (b)   Collective Bargaining
   (c)   Participatory Management
   (d)   Basic Marketing Functions
   (e)   Sources of Finance.

2.   (a)   Define the following :   5x1=5
      (i)   Depreciation
      (ii)   Break even point
      (iii) Brand
      (iv)   Relationship Marketing
      (v)   Insurance

(b)   Comment on the following issues in brief.

   (i)   Verbal   Vs   Non-Verbal
         Communication.   2x2½=5

   (ii) Haat Vs Mandi

3.   Explain the following terms :   5x2=10

   (a)   Commodity Exchange

   (b)   Electronic Auction System (EAS)

   (c)   Marketing Mix

   (d)   C + F Agents

   (e)   AIDA

4.   Answer *any two* of the following questions :   2x5=10

   (a)   Briefly discuss the steps involved in the
         process of Human Resource planning.

   (b)   Discuss the importance of effective
         communication.

   (c)   Discuss the compounding and discounting
         methods of project valuation plantations ?

5.   (a)   Define balance sheet.   What are the   5
         components of a balance sheet ?

   (b)   Explain the following concepts :   2x2½=5

      (i)   Negotiable Instruments

      (ii) Single entry accounts.

6. Write short notes on the following :   4x2½=10

    (a)   Role of trade unions in plantations

    (b)   Conflicts management

    (c)   Supply chain management

    (d)   Agri - Marketing Mix

7.   (a)   Examine the role and components of   5
marketing information systems

    (b)   Briefly discuss the role of Human Resource   5
Management in a changing business
environment.

8.   (a)   What is an Electronic Auction System ?   5
Explain the different auction processes of
EAS

    (b)   Define costs. What are the different
methods of classifying costs ?   1+4=5