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

Term-End Examination

June, 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. Distinguish between ; 2x5=10
 - (a) Advertising and Sales promotion.
 - (b) Human Resource Management and Personnel Management.
 - (c) Marketing mix and Promotional mix.
 - (d) Call option and Put option.
 - (e) Direct cost and Indirect cost.

2. What are the problems faced in supply chain for agriculture and plantation commodities in the Indian context ? What measures do you suggest to improve the supply chain network ? 10

3. Briefly discuss the following. 5x2=10
(a) Communication Process
(b) Conflict Resolution
4. (a) Explain the following. 2½x2=5
(i) Negotiable Instruments.
(ii) Standard Costing
(b) What is meant by risk management ? 5
Discuss the sources of risks in plantations.
5. (a) Explain briefly the steps to be followed in 5
the personal selling process.
(b) What are Marketing Intermediaries ?
Explain in brief the different types of
marketing intermediaries. 1+4=5
6. (a) Write notes on *any two*. 2½x2=5
(i) Types of warehouses.
(ii) Recruitment.
(iii) Cost sheet.
(b) Discuss the use of insurance contract in risk 5
management in plantations.
7. Discuss in detail the functions of Human Resource 10
Management. Also comment on the salient
features of human resource management in
plantations.
8. (a) What are electronic markets ? Briefly state
the difference between electronic markets
and traditional markets. 2+3=5
(b) Discuss the welfare measures in plantations. 5
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