

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

Term-End Examination

December, 2012

**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.*

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1. Distinguish between 5x2=10
- (a) Haats and Mandis
 - (b) Call option and Put option
 - (c) Advertising and Sales Promotion
 - (d) Forward contract and Futures contract
 - (e) Formal and Informal channels of communication
2. (a) Discuss the various functions of Human Resource Management. 5
- (b) Explain the elements and process of communication. 5
3. (a) Explain the following : 2x2½=5
- (i) Margin of Safety
 - (ii) Balance Sheet

- (b) Risk management is important in Plantation business. Why ? 5
4. (a) What do you understand by electronic markets ? What are its advantages when compared to traditional markets ? 5
- (b) What is Marketing Information System ? 5
Discuss the need of Marketing Information system in Plantation business.
5. Discuss the role of advertising in Product promotion. Explain the steps in developing an advertising campaign. 10
6. Write short notes on : 4x2½=10
- (a) Types of Warehouses
- (b) Vickery Auction
- (c) Supply chain for Natural Rubber
- (d) Income Statement
7. Briefly discuss the following : 2x5=10
- (a) Welfare Measures in Plantations
- (b) Commodity Exchanges
8. Explain the various sub-systems of Marketing Information system. 10
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