| MAM-001 |

POST GRADUATE DIPLOMA IN PLANTATION MANAGEMENT (PGDPM)

00116 **Term-End Examination**

December, 2014

MAM-001 : INTRODUCTION TO PLANTATION MANAGEMENT

Time : 2 hours *Maximum Marks : 50*

Note : *Attempt any **five** questions. Question no. 1 is **compulsory**. All questions carry equal marks.*

1. (a) Define the following terms : $4 \times 1\frac{1}{2} = 6$

    (i) Plantation Crop

    (ii) Globalization

    (iii) Entrepreneurship

    (iv) Total Quality Management

   (b) Give the appropriate expansion of any **four** of the following : $4 \times 1 = 4$

    (i) HACCP

    (ii) GDP

    (iii) GATT

    (iv) ICAR

    (v) WCBM Tools

2. (a) Distinguish between the following : $3 \times 2 = 6$

   (i) Arabica and Robusta cultivars

   (ii) Green Tea and White Tea

   (iii) Induced Entrepreneur and Motivated Entrepreneur

   (b) Name the following : $2 \times 2 = 4$

   (i) Two major cashew producing countries

   (ii) Headquarters of Commodity Boards of Tea and Rubber

3. How do you justify the following facts/general statements : $4 \times 2\frac{1}{2} = 10$

   (a) Tea is a health drink.

   (b) Unlike developed countries like USA, India can export only labour intensive products.

   (c) Plantation Management is a unique profession.

   (d) Benefits from plantation commodities are universal.

4. What do you know about the following : $5 \times 2 = 10$

   (a) CTC Tea

   (b) Traditional Rubber growing area

   (c) Indian Spices Certificate

   (d) Family Venture Entrepreneurship

   (e) Mixed Farming

5. State the importance/relevance of the following in the Plantation Industry : $4 \times 2\frac{1}{2} = 10$

(a) EUREPGAP standards

(b) Planning as a function of Management

(c) Green Box Measures

(d) National Bank for Agricultural and Rural Development

6. Explain briefly any *two* of the following : $2 \times 5 = 10$

(a) Labour employment potential in Tea and Coffee estates in India

(b) Essential qualities of an Entrepreneur

(c) Contract Farming for a commodity

7. Write short notes on any *two* of the following :
$2 \times 5 = 10$

(a) Entrepreneurial Teams (E-Team)

(b) General impacts of Globalization on the Plantation sector

(c) Commodity Boards

8. Explain management as defined by F.W. Taylor. Discuss briefly the skills required for a Manager to effectively manage plantation estates. $2 + 8 = 10$