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

**Term-End Examination**

**December, 2016**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Answer any five questions. All questions carry equal marks.*

1. Write short notes on any four of the following :
  - (a) Employee turnover and absenteeism  $4 \times 2\frac{1}{2} = 10$
  - (b) Upward communication channels
  - (c) Types of exchange
  - (d) Cash budget
  - (e) Credit insurance
  - (f) Supply chain management
  
2. (a) Define Human Resource Planning (HRP). 5  
Discuss the process of HRP.
- (b) Briefly discuss the organizational structure 5  
of human resources in plantations.
  
3. (a) Define Industrial Relations. State the scope 5  
and objectives of Industrial Relations.
- (b) Enlist the general legislations applicable to 5  
plantation labour. Discuss any one.

4. (a) Enlist the models of resolving conflicts. 5  
Explain any two.
- (b) What is meant by the marketing ? Discuss 5  
the importance of Agri-marketing to the  
society.
5. What do you understand by the Marketing 10  
Information System (MIS) ? Discuss in brief  
various sub-systems of MIS.
6. State the meaning and importance of product 10  
promotion. Discuss the elements of promotional  
mix.
7. (a) What is balance sheet ? State its 5  
components.
- (b) Define budget. Discuss the steps involved 5  
in preparation of budget.
8. (a) What do you mean by risk and risk 5  
management ? Enlist the type of risks  
involved in business.
- (b) Discuss about fundamental analysis of 5  
markets.
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