

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

Term-End Examination

December, 2017

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. (a) What do you understand by Human Resource Management (HRM)? Discuss the changes in business environment which have implications on human resource practices. 5
- (b) Explain the concept and scope of industrial relations. 5
2. What is communication? Explain the elements of communication process. 10
3. (a) Define electronic market place. How electronic market differs from the traditional market? 5
- (b) Define marketing. Why agri - marketing is important to the society? 5

4. (a) What is meant by marketing information system ? Discuss the information needs of the plantation business. 5
- (b) What are the various sub - systems of marketing information system ? Discuss about anyone. 5
5. (a) Define accounting. What are the different types of accounts maintained by the business firms ? 5
- (b) What is risk management ? Enlist the risks involved in business. 5
6. Explain the following :
- (a) Direct and indirect costs 3
- (b) Cost accounting 3
- (c) Budget and its classification 4
7. Write short notes on any five : 2x5=10
- (a) Forward Market Commission
- (b) Cost of Credit
- (c) Export Financing Institutions
- (d) Functions of Exchange
- (e) Warehousing
- (f) Product Promotion
- (g) Registration of Plantation
- (h) Upward Channels of Communication
8. Define any ten of the following : 1x10=10
- (a) Liabilities
- (b) Income statement
- (c) Variable costs
- (d) Shut down point
- (e) Regulated Market
- (f) Personal selling
- (g) Retailer
- (h) Promotion
- (i) Placement
- (j) Employer
- (k) Negotiation
- (l) Worker
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