

00265

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

**Term-End Examination**

**December, 2018**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Note : (i) Answer any five questions.*

*(ii) All questions carry equal marks.*

1. (a) What do you understand by Human Resource Management (HRM)? Discuss the core characteristics of HRM. 5
- (b) Define recruitment. Discuss the sources of recruitment. 5
2. Describe the welfare measures provided in the plantations. 10
3. (a) Discuss the formal channels of communication. 5
- (b) Explain the communication styles. 5
4. (a) What is electronic markets? How electronic markets differ from traditional markets. 5
- (b) Discuss about 4 P's of agri-marketing mix. 5

5. What do you understand by Marketing Information System (MIS)? Enlist the components of MIS and State the challenges in implementing the MIS. 10
6. (a) What do you understand by supply chain management? Who are the participants in coffee supply chain? 5
- (b) What is accounting? Discuss the process of creating financial information. 5
7. Explain the following :
- (a) Cash budget 3
- (b) Cost of credit 3
- (c) Standard costing 4
8. Write short notes on any five : 2x5=10
- (a) Activity based costing system
- (b) Cash cycle
- (c) Crop insurance
- (d) Market related risks
- (e) Futures contracts
- (f) Agri-marketing functions
- (g) Personal selling
- (h) Advertising
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