

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

Term-End Examination

December, 2021

**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 is recruitment ? Discuss the sources of recruitment. 5
- (b) Define the term Industrial Relations. What are the approaches to industrial relations ? 5
2. What are statutory welfare measures which have to be ensured in plantations ? 10
3. What is meant by communication ? Discuss the communication styles and important barriers to effective communication. 10
4. (a) What is electronic market ? How are electronic markets different from traditional markets ? 5
- (b) Classify the agri-marketing functions. 5

5. What do you understand by Marketing Information System ? Explain the marketing information needs of plantation business. What are the main constituents of marketing information system ? 10
6. Explain the concept of supply chain management. Discuss its components. 10
7. (a) Explain the importance and techniques of sales promotion. 5
- (b) What types of accounts are maintained by a business organization ? 5
8. (a) What is cash budgeting ? How is cash flow managed ? 5
- (b) What do you understand by fundamental and technical analysis of markets ? 5
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