

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

Term-End Examination

December, 2022

**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 human resource management ?
Explain its core characteristics. 5
- (b) Explain the organisational structure and staffing pattern in a rubber estate. 5
2. (a) Explain the role of trade union in plantations. 5
- (b) What are different communication styles ? 5
3. (a) Discuss the formats of market in agriculture sector. 5
- (b) What are the functions of marketing information systems ? 5
4. What is meant by distribution channel ? Discuss the functions and patterns of distribution channels. 10

5. (a) Explain the meaning and process of personal selling. 5
- (b) What are the problems in supply chain management of plantation commodities ? 5
6. (a) What are different types of accounts maintained by a business organization ? State three golden rules for journalising. 5
- (b) What is budget and budgeting control ? How is budget classified ? 5
7. (a) Explain the features of security of investment based on investment opportunity evaluation. 5
- (b) What are different types of risk in business ? 5
8. Write short note on any **five** of the following : $5 \times 2 = 10$
- (a) Forward Contract
- (b) Fundamental Analysis of Market
- (c) Depreciation
- (d) Income Statement
- (e) Induction of Employee
- (f) Industrial Relations
- (g) Negotiation in Conflict Resolution
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