

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

**Term-End Examination**

**June, 2012**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Answer any five questions. Question No. 1 is compulsory. All questions carry equal marks.*

1. Describe the following in 2-3 sentences : 5x2=10
- (a) Marketing management
  - (b) Market segmentation
  - (c) Budgetary control
  - (d) Contribution margin
  - (e) Negotiation
2. (a) Define the following : 5x1=5
- (i) Participatory Management
  - (ii) Performance Appraisal
  - (iii) Collective Bargaining
  - (iv) Marketing
  - (v) Balance Sheet
- (b) Compare and contrast the following terms : 2x2½=5
- (i) Uncertainty and Risk
  - (ii) Primary and derivatives market.

3. Explain the following terms : 5x2=10
- (a) Channel Power
  - (b) Sales Support System
  - (c) Commodity derivatives
  - (d) Agri-Marketing Mix
  - (e) Regulated Markets
4. Answer *any two* of the following questions : 2x5=10
- (a) Briefly discuss the HRM practices in the plantation sector. Are they significantly different from practices in the organised industry ?
  - (b) Discuss the statutory welfare measures to be ensured in plantations.
  - (c) Explain the different communication channels in organisations.
5. (a) What is meant by the term "depreciation"? 5  
Explain two methods of calculating depreciation.
- (b) Explain the following concepts : 2x2½=5
- (i) Single entry accounting system
  - (ii) Hedging

6. Write short notes on the following : 4x2½=10
- (a) Public Distribution system
  - (b) Distribution channels
  - (c) Sales Promotion for Plantation Products
  - (d) Sources of risk in Plantations.
7. (a) What are forward contracts ? How are they different from futures contracts ? 5
- (b) Discuss the role of Exim Bank of India in export Promotion. 5
8. (a) What is meant by performance evaluation ? How can it be implemented for a tea plantation ? 5
- (b) Define conflict. What are the different types of conflicts ? Discuss the relative merits and demerits of the different models of conflicts management. 5
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