

POST GRADUATE DIPLOMA IN PLANTATION
MANAGEMENT (PGDPM)

00450

Term-End Examination

June, 2013

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. Distinguish between : 5x2=10
 - (a) Human Resource Management and Personnel Management
 - (b) 4 Ps and 4 Cs
 - (c) Marketing mix and Promotional mix
 - (d) Call options and Put options
 - (e) Assets and Liabilities

2. (a) What is meant by Conflict ? Discuss the ways/models for Conflict Resolution. 5
(b) Discuss the various communication channels in organisations. 5

3. (a) Explain the following : 2x2½=5
 - (i) Break even point
 - (ii) Income statement

- (b) What is meant by a budget ? Discuss the importance of budgets and the various classification of budget. 5
4. (a) What is meant by Electronic Auction System ? Explain the auction process of Dutch auction and English Auction. 5
- (b) What are the challenges in implementing Marketing Information System ? 5
5. Discuss in detail the various components of logistics and supply chain. 10
6. Write short notes on : 4x2½=10
- (a) C and F agents
- (b) Promotional mix
- (c) Supply chain for tea
- (d) Functions of Agri-Marketing
7. Briefly discuss the following : 2x5=10
- (a) Role of trade unions in Plantations
- (b) Types of derivatives
8. What is meant by cost classification ? Elaborate the different ways to classify cost. 10
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