

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

**Term-End Examination**

**June, 2016**

**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. Differentiate between **any four** of the following :
  - (a) Call option and Put option 4x2.5=10
  - (b) Advertising and Sales Promotion
  - (c) Haats and Mandis
  - (d) Product Promotion and Sales Promotion
  - (e) Job costing and Process costing
  
2. Discuss the elements and process of **10** communication.
  
3. Briefly discuss the following : 5x2=10
  - (a) Market segmentation, targetting and positioning
  - (b) Agri-marketing mix
  
4. Briefly discuss the functions of Human Resource **10** Management.

5. (a) Discuss the Fundamental and Technical Analysis of Markets. 5  
(b) What are Commodity Exchanges ? Elaborate. 5
6. Briefly discuss the following : 5x2=10  
(a) Supply chain for rubber.  
(b) Steps in developing advertising campaign.
7. (a) What do you understand by depreciation ? Discuss the two methods of calculating depreciation. 5  
(b) What are Futures Contracts ? Differentiate between Futures Contracts and Forward Contracts. 5
8. Explain the following : 5x2=10  
(a) Cash Management Cycle  
(b) Conflict Resolution
-