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

Term-End Examination

June, 2017

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

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. Write short notes on any four : 4x2½=10
 - (a) Features of human resource management in plantations.
 - (b) Conflict management
 - (c) Cost of credit
 - (d) Pre-shipment finance
 - (e) Agri-marketing functions
 - (f) Sales promotion

2.
 - (a) Define recruitment. Explain the sources of recruitment. 5
 - (b) Briefly discuss the human resource management practices in the plantation sector. 5

3. (a) Discuss the various welfare measures to be followed in plantations. 5
(b) Discuss the hardwares required in electronic auction system. 5
4. What is communication ? Describe the elements of communication process. 10
5. (a) What is market ? Classify different forms of markets. 5
(b) Discuss the meaning of marketing information system and its application to plantation sector. 5
6. Discuss in brief the concept and major components of supply chain management in the marketing of plantation products. 10
7. (a) What is income statement ? Discuss the points to be followed in preparing income statement. 5
(b) What is cost accounting ? What are its objectives. 5
8. (a) Discuss the sources of risks in plantations. 5
(b) What are two approaches for analysing price patterns in technical analysis of market ? 5
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