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MAM-004

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

Term-End Examination

June, 2020

**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 recruitment ? Discuss the sources
of recruitment. 5
- (b) What do you understand by personnel
management and human resource
management ? 5
2. Discuss the concept, scope and approaches of
human resource management. 10

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3. (a) Discuss the different styles of communication. 5
- (b) Differentiate between traditional market and electronic market. 5
4. What do you understand by agri-marketing mix ? Discuss the elements of marketing mix. 10
5. Describe the sub-systems of marketing information system. 10
6. (a) Explain the channels of primary marketing of tea. 5
- (b) State the features and functions of advertising. 5
7. (a) What is balance sheet ? What constitutes the balance sheet ? 5
- (b) What are the risk involved in plantation sector ? Write the benefits of managing risk. 5
8. Write short notes on any *five* of the following :

2 each

- (a) Trial balance

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- (b) Depreciation
- (c) Fixed and variable costs
- (d) Break-even point
- (e) Liquidity *vs.* Profitability
- (f) Futures contracts
- (g) Fundamental analysis of market