

No. of Printed Pages : 3

MAM-004

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

Term-End Examination

June, 2022

**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. (a) What is meant by selection process in human resource management ? Enlist the stages in selection process. 5
- (b) Discuss the features of labour management in plantations. 5
2. (a) Explain the role played by the trade unions in plantations. 5

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- (b) Discuss the types of communication channels in organizations. 5
3. What are the types of conflicts in an organization ? Describe the models of resolving conflicts. 10
4. (a) Define market. What are different formats of markets ? 5
- (b) What is marketing mix ? Discuss its components. 5
5. Discuss about different sub-systems involved in marketing information system. 10
6. Explain the functions of distribution channels. Discuss the patterns of distribution channels and types of intermediaries involved in Business to Consumer (B2C) types of business. 10
7. (a) What is meant by product promotion ? What are its components ? 5
- (b) What is Balance Sheet ? What are its constituents ? 5

[3]

8. (a) What do you understand by credit insurance ? Discuss its benefits and relevance to the plantations and allied agri-business. 5
- (b) Discuss the risks which are of greater relevance to the plantations. 5