

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

**Term-End Examination**

**June, 2015**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Attempt any five questions. All questions carry equal marks.*

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1. (a) Define electronic market. How it differs from traditional market ? 5  
(b) Define marketing. Discuss the approaches to the study of marketing. 5
  2. Discuss the following : 2x5=10  
(a) Agri-marketing functions  
(b) Marketing mix
  3. (a) What do you understand by the concept of supply chain management ? Discuss the pattern and participants involved in supply chain of coffee. 5  
(b) Discuss the elements of promotional mix. 5
  4. Describe the following :  
(a) Process of creating financial information 4  
(b) Types of costing 3  
(c) Break-even point 3

5. (a) What are derivations ? Briefly discuss common types of derivatives. 5  
(b) What do you mean by human resource management ? Why it is important in changing business environment ? 5
6. (a) Discuss the characteristics of labour in plantation sector. 5  
(b) What is communication process ? Discuss its elements. 5
7. Write short notes on **any five** : **2x5=10**  
(a) Bidding terminal  
(b) Challenges in implementation of market information system  
(c) Types of warehouses  
(d) Double entry accounting system  
(e) Activity Based Costing System (ABC System)  
(f) Credit insurance  
(g) Industrial relations  
(h) Downward channels of communication
8. Define **any ten** of the following : **10x1=10**  
(a) Brand  
(b) Agent  
(c) Market information system  
(d) Storage  
(e) Direct marketing  
(f) Assets  
(g) Depreciation  
(h) Budget  
(i) Hedging  
(j) Recruitment  
(k) Employer  
(l) Verbal communication
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