DIPLOMA IN PLANTATION MANAGEMENT

00040

Term-End Examination

June, 2010

MAM-004 : HUMAN, 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.   Answer the following in 2-3 sentences :   5x2=10

   (a)   Marketing as a science.

   (b)   Negotiation.

   (c)   C & F Agents.

   (d)   Accounting equation.

   (e)   Special commodity warehouses.

2.   (a)   Define the following :   5x1=5

      (i)   Marketing Management.

      (ii)   Marketing Information Systems.

      (iii) Network in IT parlance.

      (iv)   Vickrey auction.

      (v)   Human Resource Management (HRM).

(b) Comment on the following, in brief :   2x2½=5

    (i) Promotional Mix.

    (ii) Radio in product promotion.

3. What do you understand by the following :   5x2=10

    (a) AIDA Model.

    (b) Combi–Auction.

    (c) FMCG in Marketing.

    (d) SFVAM Market.

    (e) Personal selling.

4. Discuss *any two* of the following :   2x5=10

    (a) Salient features of HRM in Plantation sector.

    (b) Models of resolving conflicts in organization.

    (c) Barriers to effective communication.

5. (a) Write a note on accounting concepts and conventions.   5

    (b) What do you understand by ?   2x2½=5

        (i) Income statement.

        (ii) Balance sheet.

6. Write short answers to the following : 4x2½=10

   (a) Communication process.

   (b) Public distribution system.

   (c) Performance Appraisal.

   (d) 'Haat' as a marketing format.

7. (a) Explain briefly importance of   5
       agri–marketing to the society.

   (b) State the characteristic features of labour in   5
       plantations.

8. (a) Discuss in brief, various systems of   5
       Marketing information system.

   (b) Define depreciation and write the methods
       of its calculation.   1+4=5

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