

000090

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

**Term-End Examination**

**June, 2011**

**MAM-001 : INTRODUCTION TO PLANTATION  
MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

---

**Note :** *Attempt any five questions. Question 2 is compulsory.  
All questions carry equal marks.*

---

1. (a) State *True (T)* or *False (F)* for the following statements : **1x5=5**
- (i) India is not self - sufficient in raw cashew nut production.
  - (ii) Globalization is unavoidable in international trade and marketing.
  - (iii) A motivated Entrepreneur is one who takes up tasks for personal satisfaction, ego or status.
  - (iv) Lean Management concept is for enhancing the efficiency in waste management, i.e., zero waste.
  - (v) Like other Commodity Boards, Coconut Development Board also functions under the Ministry of commerce and industry, GOI.

- (b) Name the following : 1x5=5
- (i) The most profitable factor for production.
  - (ii) The largest coffee producing state in India.
  - (iii) The moving force behind globalization.
  - (iv) World's largest producer of natural rubber.
  - (v) Headquarter of the International Coffee Organisation (ICO).
2. Distinguish between the two terms in each of the following : 2x5=10
- (a) Robusta and Arabica cultivars of coffee.
  - (b) Product Technology and Process Technology.
  - (c) Industrial Vs Agricultural Entrepreneurs.
  - (d) CTC Tea and Orthodox Tea.
  - (e) Actionable subsidy and Non actionable subsidy.
3. List out five qualities / numbers / functions of : 2½x4=10
- (a) A successful Entrepreneur;
  - (b) Functions of Management,
  - (c) Leading countries in Pepper production,
  - (d) Commodity Boards dealing with Plantation crops.

4. (a) State briefly uses of the following :  $2 \times 3 = 6$
- (i) Rubber seed
  - (ii) Cardamom capsules
  - (iii) Tea flavaroids
- (b) Fill in blanks in the following statements :  $\frac{1}{2} \times 8 = 4$
- (i) The two well known brands of dry black pepper marketed from Kerala are \_\_\_\_\_ and \_\_\_\_\_.
  - (ii) The scientific name of rubber tree is \_\_\_\_\_ .
  - (iii) \_\_\_\_\_ state has the largest cultivated area but \_\_\_\_\_ state has the highest per hectare yield in coconut.
  - (iv) \_\_\_\_\_ and \_\_\_\_\_ states in the North - East India have larger areas of Tea cultivation compared to other states in the country.
5. (a) Write briefly on the following :  $2 \times 3 = 6$
- (i) 4 Ps (Public - Private - Partnership in Plantation).
  - (ii) The Asia and Pacific coconut community

- (b) Comment briefly on : 2x2=4
- (i) Importance of coffee crop on Indian economy.
  - (ii) Cashew nut's role in Export Earnings of India.
6. (a) State the General Functions of the Rubber Board 4
- (b) What do you know about NABARD ? 3
- (c) Area, production and productivity of Tea in India explain in brief. 3
7. State 'Koontz' definition of Management and discuss in detail, different managerial skills that make one an effective manager. 10
8. Write short notes on *any two* of the following : 2x5=10
- (a) Plantation Management in global perspective.
  - (b) Organic plantation crops.
  - (c) Principles of Operations Management for plantations.
-