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**B.A. IN FASHION MERCHANDISING AND  
PRODUCTION (BAFMP)**

**Term-End Examination**

**December, 2013**

**BFD-050 : PRODUCT PRICING AND SOURCING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt all questions.*

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1. Explain the following : 10x5=50
    - (a) Payback period.
    - (b) Methods of project evaluation.
    - (c) Internal rate of return methods.
    - (d) Capital Budgeting.
    - (e) Net present value and its select reject criterion.
  
  2. Estimate the working capital requirement of a unit and what are the factors affecting working capital requirement. 25
  
  3. Explain in detail, "Breakeven analysis" with an example. Describe how total cost and total revenue are consider in break even analysis. 25
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