

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

Term-End Examination

June, 2012

00755

BFD-050 : PRODUCT PRICING AND SOURCING

Time : 3 hours

Maximum Marks : 100

Note : Attempt all questions.

1. Explain the following : **10x5=50**
 - (a) Payback period
 - (b) Method of project evaluation.
 - (c) Internal rate of return methods
 - (d) Capital Budget
 - (e) Net Present Value and its select reject criterion.

 2. What is Financial Management ? **25**

 3. Explain in detail Breakeven Analysis with an example. **25**
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