



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

## Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 02.00pm to 03.30pm

<b>School:</b> SOD/SOC	<b>Program:</b> BDC/BDF/BDG/BDP/BDS	
<b>Course Code:</b> FIN1037	<b>Course Name:</b> COSTING AND PRICING FOR DESIGNERS	
<b>Semester:</b> I	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
<b>Marks</b>	<b>36</b>	<b>14</b>			

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	Explain costing in terms of design.	2 Marks	L1	CO1
2	What does the term "designer pricing" mean?	2 Marks	L1	CO1
3	If the assets are Rs. 1,20,000 and the capital are Rs. 80,000, find the liabilities.	2 Marks	L1	CO1
4	In design projects, specify the direct costs.	2 Marks	L1	CO2
5	Give two instances of indirect expenses incurred by a design firm.	2 Marks	L1	CO2

### Part B

Answer the Questions.

Total Marks 40M

6.	You intend to open a studio for designers. For your next project, make a list of the assets (at least 7) you plan to purchase and the potential liabilities (at least 3) you might owe.	10 Marks	L2	CO1
<b>Or</b>				
7.	Priyank owns a small boutique. Here are the details:	10 Marks	L2	CO1

	<ul style="list-style-type: none"> <li>• She owns an electronic sewing machine worth ₹25,000.</li> <li>• She purchased material worth ₹10,000.</li> <li>• She has ₹15,000 cash at Bank.</li> <li>• She took a bank loan of ₹20,000 to expand her boutique.</li> </ul> <p>Classify the following into Assets and Liabilities</p>			
--	---	--	--	--

<b>8.</b>	A fashion designer aims for a 20% profit margin after spending ₹1,000,000 on materials and ₹50,000 on labor. Determine the final product's selling price as well as the designer's profit.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>Or</b>				
<b>9.</b>	For a branding job, a graphic designer spends ₹20,000 on freelancers and ₹30,000 on software licenses. 20% of the total cost is what the designer desires as a profit margin. Determine the project's selling price as well as the designer's profit.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>

<b>10.</b>	Ramesh, a traditional artisan from Rajasthan, creates exquisite hand-painted pottery but sells his work at local fairs for very low prices, barely covering his material costs. He believes “true art is not for money” and struggles financially. In contrast, Jaipur Rugs, a social enterprise, empowers artisans by combining traditional craftsmanship with modern design, global branding, and fair pricing. Today, the brand is sold in over 60 countries, creating sustainable livelihoods for thousands of artisans. Compare the approaches of Ramesh and Jaipur Rugs in light of the starving artist myth and the thriving creative professional model. How does branding and market positioning add value to creativity?	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>				
<b>11.</b>	Indie filmmaker Ananya self-financed her first two films, both critically acclaimed but financially unsuccessful. She distributed them only through small festivals and YouTube, believing that “true cinema is not commercial.” She continues to face debt. In contrast, Zoya Akhtar, through Tiger Baby Films, blends creativity with commercial strategy. By partnering with Netflix and Amazon Prime, she ensures global reach, revenue generation, and creative freedom for her films and series (e.g., Made in Heaven, The Archies). Evaluate how Ananya and Zoya Akhtar represent the contrast between the starving artist myth and the thriving creative	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>

	professional. What lessons can young filmmakers draw from this comparison?			
--	--	--	--	--

<b>12.</b>	Arjun, a product designer, is working on prototypes for two clients. He spends money on 3D printing materials, prototype-specific components, and also on shared software and utilities. Arjun quotes only the material cost to clients, considering software and electricity as “general expenses.” After several projects, he realizes his business bank balance is declining despite steady work. Why is it essential for Arjun to understand and classify costs in his projects? What risks does he face if he ignores indirect costs?	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>
------------	--	-----------------	-----------	------------

**Or**

<b>13.</b>	<p>A freelance graphic designer is working on two projects:</p> <p><b>Project A:</b> Designing a wedding invitation set that requires specialized gold-foil printing and premium fonts purchased specifically for the project.</p> <p><b>Project B:</b> Creating social media posters using the designer’s existing Adobe Creative Cloud subscription, monthly internet charges, and studio rent.</p> <p>Compare the cost structure of Project A and Project B. How does the proportion of Direct vs Indirect Costs differ?</p>	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>
------------	---	-----------------	-----------	------------