Rajiv Gandhi University of Health Sciences, Karnataka
III Year B.Sc. Optometry Degree Examination - 04-Dec-2023

Time: Three Hours   **Max. Marks: 100 Marks**

SECTION A : PRACTICE MANAGEMNT AND LAW IN OPTOMETRY
(RS-4) (50 Marks)
Q.P. CODE: 3356

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary
(Note: Both QP Codes 3356 and 3357 are to be answered within total duration of 3 hours)

LONG ESSAYS (Question No.1 choice)   **1 x 10 = 10 Marks**

1. Enumerate the important points regarding medical negligence and its remedies.
    OR
    What is propaganda and advertising? Difference between PR and publicity.

SHORT ESSAYS (Question No.5 choice)   **5 x 5 = 25 Marks**

2. What are the advantages and disadvantages of an ethical code?

3. Enumerate the importance of press conference.

4. Write five principles of insurance.

5. Write the practice implied in any five foreign countries for optometry practice.
    OR
    What are the methods of public relation?
6. Inventory control and its importance.

SHORT ANSWER   **5 x 3 = 15 Marks**

7. Define ethics. Write the important kinds of ethics.

8. Define trial balance.

9. Define negligence.

10. Menton the chief contents of medical records.

11. What is petty cash book?

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