



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.OPTM/SEM-6/BO-605/2012**

**2012**

**PROFESSIONAL PRACTICE MANAGEMENT**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP - A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) In deciding about 'Negligence' courts judge by
  - a) What is done by the best professionals in the country ?
  - b) What is the best International standard of practice ?
  - c) What the average professional can do, with average degree of care and skill ?
  - d) What mistakes the professional had made ?

6510

[ Turn over



- ii) Professional Ethics include
  - a) Ethical behaviour with patients
  - b) Ethical behaviour with colleagues and their professionals
  - c) Ethical behaviour with professional organisations
  - d) all of these.
- iii) The Indian Contract Act was passed in the year
  - a) 1972
  - b) 1772
  - c) 1872
  - d) 2000.
- iv) Public Relation deals with
  - a) transmission of messages
  - b) spreading rumours
  - c) irrelevant items
  - d) government support.
- v) Public refers to
  - a) external public
  - b) internal public
  - c) both (a) and (b)
  - d) none of these.
- vi) Public relation is
  - a) paid and continuous affair
  - b) non-paid affair
  - c) paid and unintentional affair
  - d) deliberate continuous and sustained affairs.
- vii) Depreciation is referred as a
  - a) Income
  - b) Expenses
  - c) Loss
  - d) Assets.
- viii) Which of the following is prepared to maintain arithmetical accuracy of records ?
  - a) Journal
  - b) Ledger
  - c) Trial Balance
  - d) Final Accounts.



- ix) Accounting does not record non-financial transactions, because of
- a) Cost concept
  - b) Materiality concept
  - c) Money measurement concept
  - d) none of these.
- x) Depending upon which principle capital is taken as a liability of the business ?
- a) Double entry
  - b) Separate entity
  - c) Going concern
  - d) Materiality.
- xi) To constitute an 'agreement' all are true, *except*
- a) there must be at least 2 parties
  - b) parties must be above legal age to give valid consent
  - c) parties must be of sound mind
  - d) parties must give valid consent in writing
  - e) none of these.
- xii) Minor's contract is
- a) valid
  - b) invalid
  - c) valid after minor attains majority
  - d) valid if signed in the presence of at least three witnesses.

**GROUP - B**

**( Short Answer Type Questions )**

Write short notes on any *three* of the following.

3 × 5 = 15

2. Subsidiary books of Accounts.
3. Non-taxable income
4. Partnership firm
5. Reasons for optometrists need for having their own professional organisation.

**GROUP - C****( Long Answer Type Questions )**Answer any *three* of the following.  $3 \times 15 = 45$ 

6. Discuss the role of 'Professional Ethics' in the field of optometry. What is the ideal relationship between the optometrist and his co-professionals and the patient ? 8 + 7
7. Discuss the various aspects for forming an optometry clinic or eye hospital by forming a Private Limited Company.
8. Journalize the following transactions and post them into ledger accounts :

<b>Date</b>	<b>Transactions</b>	<b>Rs.</b>
01. 01. 2010	Started business with cash	12,00,000
03. 01. 2010	Purchased Equipment by cash	4,00,000
06. 01. 2010	Deposited Cash into Bank	3,00,000
09. 01. 2010	Wages paid to Group-D staff	20,000
13. 01. 2010	Purchased goods by cash	2,00,000
17. 01. 2010	Purchased stationeries	10,000
22. 01. 2010	Sold goods for cash	1,00,000
26. 01. 2010	Paid electricity bill by cheque	5,000
27. 01. 2010	Salary paid to staff	8,000
		10 + 5

9. Define Public Relation. Mention the duties of a PRO. 5 + 10
10. What is propaganda ? Mention its types. Distinguish between PR and Propaganda. 5 + 5 + 5

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