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**School of Medical and Allied Sciences**

Bachelor of Optometry

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

**Sem VI - BOPT6011 - Practice Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Outline the different aspect of promotion. K2 (2)
- 2) Define the term lease assignment. K1 (3)
- 3) Explain the differences between Marketing and merchandising. K2 (4)
- 4) Summarize different questioning techniques K2 (6)
- 5) Identify the difference between goal and objective with examples K3 (6)
- 6) Construct the criteria for selecting a location for business K3 (9)
- 7) Identify the differences between advertising and selling K4 (8)
  
- 8) Compare and contrast different location options for a business management practice, highlighting their advantages and disadvantages. K4 (12)

**OR**

- Distinguish planning from marketing. K4 (12)