



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY MAIN EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR, SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE OF

BACHELOR OF OPTOMETRY AND VISION SCIENCES

COURSE CODE: BOV 421

COURSE TITLE: PRACTICE MANAGEMENT AND JURISPRUDENCE

DATE: 13/4/2023

TIME: 3.00-5.00 PM

INSTRUCTIONS TO CANDIDATES

Answer all Questions

Section A: Multiple choice questions (MCQ) (20 marks)

Section B: short Answer Questions (SAQ) (30 marks)

Section C: Long Answer Questions (LAQ) (20 marks)

TOTAL 70 MARKS

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of SEVEN Printed Pages. Please Turn Over.

SECTION A: MCQ (20 MARKS)

1. Group brainstorming in practice encourages all of the following except...?

- A) Team building
- B) Analyzing of alternatives
- C) Convergent thinking
- D) Uninhibited conversation

2. Some policies in practice are imposed by external forces, such as.....

- A) Government regulatory agencies
- B) Employee demands
- C) Management decision
- D) Lack of funding

3.....Is the process of getting results accomplished through others.

- A) Ordering
- B) Mandating
- C) Working
- D) Delegating

4. Planning process begins with?

- A) Setting objectives
- B) Identifying the alternatives
- C) Developing planning premise
- D) Selecting alternatives

5. It is a function of management which refers to the process of integrating activities of different units of organization to achieve organization objectives and goals. This is called?

- A) Actuating
- B) Controlling
- C) Coordinating
- D) Planning

6. Planning is

- A) Forward looking
- B) Backward looking
- C) Both forward looking and backward looking
- D) None of the above

7. Operational planning is undertaken at?

- A) Lower level
- B) Top level
- C) Middle level
- D) All of the above

8.....are guides to action?

- A) Strategy
- B) Procedure
- C) Planning
- D) Policies

9. Which of the following is not a feature of accountability?

- A) Unitary
- B) Can be delegated
- C) Always upward
- D) Should be specific standard

10. Which one of the following is one of the outcomes of job satisfaction?

- A) High employee turnover
- B) high absenteeism
- C) High employee productivity
- D) All of the above

11. In marketing, series of advertisement messages that share a single idea or theme is

- A) Advertisement group
- B) Advertisement cluster
- C) Advertisement campaign
- D) Advertisement series

12. Intypes of communication, a colleague or same positions people communicate to each Other.

- A) Horizontal
- B) Vertical
- C) Diagonal
- D) Upward

13. The main objective of communication is:

- A) Control and management
- B) Skills and personality development
- C) Need
- D) Information and persuasion

14. Which one of the following is not a function of management?

- A) Planning
- B) Staffing
- C) cooperation
- D) Controlling

15. Which one of the following is not a principle of management?

- A) Unity of command
- B) maximum output
- C) equity
- D) Unity of direction

16. Which one of the following is not part of the marketing mix?

- A) Place
- B) Price
- C) Product
- D) Purpose

17. Revenue and expense accounts are referred to as?

- A) Nominal accounts
- B) Real accounts
- C) Cash accounts
- D) Bank accounts

18. If "MMUST" company imports product from abroad then which tax will be levied on it?

- A) VAT
- B) Income tax
- C) Custom duty
- D) Cooperation tax

19. The process of familiarizing employees to the organization rules and regulation is known as?

- A) Placement
- B) Induction
- C) Recruitment
- D) Selection

20.is a factual statement of tasks and duties involved in a job

- A) Job description
- B) Job specification
- C) Job analyses
- D) Job evaluation

SECTION B (30 MARKS)

1. Discuss exhaustively **SIX** principles of insurance (6 marks)
2. Using relevant examples explain **SIX** factors affecting the cost of advertising (6 marks)
3. You recently secured funding to start an Optometric practice in Nairobi. Discuss **Three** features in a lease agreement that you will consider before deciding on the exact location of your optometric practice. (6 marks)
4. A) Distinguish between illegality and contributory negligence (2 marks)

b) Distinguish between civil and criminal law (4marks)
5. Assuming you are thinking of opening an optometric practice by the end of the year. Due to limited financial resources, you are thinking of approaching a creditor to finance your practice. What will determine your eligibility for the loan? (6 marks)

Section B 20 MARKS

1. Using relevant examples explain principles of management and its application in Optometric practice (20 marks)

END