

[LL 1017]

OCTOBER 2017

Sub. Code: 1616

**M. OPTOM EXAMS
SECOND YEAR
PAPER VI – COMMUNITY OPTOMETRY**

Q.P. Code: 281616

Time: Three hours

Maximum: 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Public relations in ophthalmology propaganda.
2. Discuss eye bank services, reaching public effectively.

II. Write notes on:

(10 x 6 = 60)

1. Define PR-program.
2. What are the phases of PR?
3. Press relation in PR.
4. Research methodology in PR.
5. Consumer awareness and legal implications.
6. Ocular hygiene.
7. Voluntary groups – medical staff, in PR programs.
8. Feedback system in improving hospital servicing.
9. Role of What's App in ophthalmology.
10. Role of government in PR.

[LM 0518]

MAY 2018

Sub. Code: 1616

**M. OPTOM EXAMS
SECOND YEAR
PAPER VI – COMMUNITY OPTOMETRY**

Q.P. Code: 281616

Time: Three hours

Maximum: 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Ocular hygiene and health education.
2. Eye bank services and eye donation.

II. Write notes on:

(10 x 6 = 60)

1. Internal and external aspects of public relations.
2. Benefits of public relations.
3. Public speaking.
4. Public relations for hospitals.
5. Media's impact on public relations.
6. Consumer and community public in action.
7. Employee – labour management relations.
8. Legal implications in public relations.
9. Vision 2020.
10. Research methodology in public relations.

[LN 1018]

OCTOBER 2018

Sub. Code: 1616

**M. OPTOM EXAMS
SECOND YEAR
PAPER VI – COMMUNITY OPTOMETRY**

Q.P. Code: 281616

Time: Three hours

Maximum: 100 Marks

I. Elaborate on: (2 x 20 = 40)

1. Write in detail about internal and external aspects of public relations.
2. Write in detail about the benefits of public relations.

II. Write notes on: (10 x 6 = 60)

1. Eye banking.
2. Press release.
3. Public speaking techniques.
4. Panel research.
5. Effective leadership.
6. Needs of customers.
7. Volunteer activities.
8. Ocular hygiene.
9. Methods to avoid alienation of employees.
10. Customer service.

[LP 1019]

OCTOBER 2019

Sub. Code: 1616

**M. OPTOM EXAMS
SECOND YEAR
PAPER VI – COMMUNITY OPTOMETRY**

Q.P. Code: 281616

Time: Three hours

Maximum: 100 Marks

I. Elaborate on: **(2 x 20 = 40)**

1. Write in detail about internal and external aspects of public relations.
2. Write in detail about eye banking.

II. Write notes on: **(10 x 6 = 60)**

1. Volunteer activities.
2. What is ocular hygiene?
3. Panel research.
4. Benefits of public relations.
5. Vision 2020.
6. Public relations for hospitals.
7. What are the phases of public relations?
8. Major causes of blindness in India.
9. Feedback system in improving hospital servicing.
10. Effective leadership.
