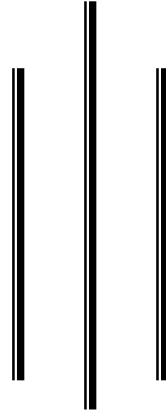


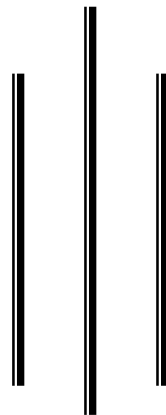
**EFFECTS OF TELEVISION ADVERTISING ON
CONSUMER BEHAVIOUR**
(With special reference to Vatika Shampoo)



BY:

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Post Graduate Campus, Biratnagar
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A Thesis Submitted to:

Office of the Dean
Faculty of management
Tribhuvan University

*In Partial fulfillment of the requirement of the degree of
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Biratnagar, Nepal

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RECOMMENDATION

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EFFECT OF TELEVISION ADVERTISING ON CONSUMER BEHAVIOUR

(With specific reference to Vatika shampoo)

has been prepared as approved by this Department in the prescribed format of faculty of management. This thesis is forwarded for examination.

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

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**EFFECT OF TELEVISION ADVERTISEMENT ON
CONSUMER BEHAVIOUR
(With specific reference to Vatika Shampoo)**

and found the thesis to be the original work of student and written
according

to the prescribed format. We recommend the thesis to be accepted as
partial fulfillment of the requirement for

Master's of Business Studies (M.B.S.)

VIVA-VOCE COMMITTEE

Chairperson, Research Committee

Member (Thesis Supervisor)

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DECLARATION

I hereby declare thesis entitled "**Effect of Television Advertisement on Consumer Behaviour (With specific reference to Vatika Shampoo)**" Submitted to post Graduate campus, Biratnagar. Nepal faculty of management, Tribhuvan University, is my original work done in the form of partial fulfillment of the Masters Degree in Business Studies (M.B.S.) under the supervision and guidance of Mr. Dev Raj Shrestha.

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Date:

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Jhalak Dahal
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Date:

Recommendation

Viva Voice Sheet

Declaration

Acknowledgement

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ABBREVIATION

&	And
Avg	Average
Brt.	Biratnagar
e.g.	Example
Etc	Etcetera
i.e.	That is
ibid	Ibidem
KTM	Kathmandu
MBS	Master of Business Studies
Mgmt	Management
P	Page
P.G.	Post Graduate
Prof.	Professor
TU	Tribhuvan University
Ad.	Advertisement
T.V.	Television
S.L.C.	School Leaving Certificate
Viz.	Namely
NTV	Nepal Television
B.S.	Bikram Sambat
W.T.O.	World Trade Organization
4ps	Product Price Place and Promotion
Mt.	Minute
AM	Anti Meredium
PM	Post Meredium
FM	Frequency Modulation
%	Percentage
VCRS	Video Cassete Recorder Service
No.	Number
Dr.	Doctor