

**CONSUMER BUYING BEHAVIOUR TOWARDS
TOOTHPASTE PRODUCT IN CHITWAN**

by

Pratikshya Ghimire

Saptagandaki Multiple Campus

T.U. Regd. No: 7-2-240-433-2003

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RECOMMENDATION

This is to certify that the thesis

Submitted by

Pratikshya Ghimire

Entitled

CONSUMER BUYING BEHAVIOUR TOWARDS TOOTHPASTE PRODUCT IN CHITWAN

has been prepared as approved by this Department in prescribed format of Faculty of Management. This thesis is forwarded for Examination

.....

Supervisor

.....

Head of Department

.....

Campus Chief

Date:

VIVA-VOCE SHEET

We have conducted the viva-voce examination

of the thesis presented by

Pratikshya Ghimire

Entitled

**CONSUMER BUYING BEHAVIOUR TOWARDS
TOOTHPASTE PRODUCT IN CHITWAN**

**and found the thesis to be the original work of the student and
written according to the prescribed format. We recommended the
thesis to be accepted as partial fulfilment for the requirements for**

Master's Degree in Business Studies (M.B.S.)

VIVA-VOCE COMMITTEE

Chairman (Research Committee)
Member (Thesis Supervisor)
Member (External Expert)

Date:

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2013

Researcher
Pratikshya Ghimire

DECLARATION

I hereby declare that this thesis entitled " CONSUMER BUYING BEHAVIOUR TOWARDS TOOTHPASTE PRODUCT IN CHITWAN" submitted to the Department of Management, Saptagandaki Multiple Campus, Bharatpur is my original work done in the form of partial fulfillment of the requirement for the Master of Business Studies (MBS) under the supervision of lecturer Kapil Dev Subedi, Faculty of Management, Saptagandaki Multiple Campus, Bharatpur.

Pratikshya Ghimire

(Researcher)

Saptagandaki Multiple Campus

Bharatpur, Chitwan

Exam Roll No: 2400041

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ABBREVIATION

A.D.	=	After Death of Christ
&	=	And
B.S.	=	Bikram Sambat
Eg.	=	Example
Etc.	=	Etcetera
F.M.	=	Frequency Modulation
4Ps	=	Four Products
Govt.	=	Government
i.e.	=	That is
Km.	=	Kilometers
Ltd.	=	Limited
MBS	=	Masters in Business Studies
NLL	=	Nepal Lever Limited
NTV	=	Nepal Television
No.	=	Number
Nos.	=	Number of Consumers
NEPSE	=	Nepal Stock Exchange
Pvt.	=	Private
Rs.	=	Rupees
Sq.	=	Square
T.U.	=	Tribhuvan University
U.K.	=	United Kingdom
U.S.	=	United States
VDC.	=	Village Development Committee
WTO.	=	World trade organization
WBR	=	World Bank Report