

CONSUMER PREFERENCE OF BRANDS OF MOBILE TELEPHONE SERVICES

By

Ishwori Prasad Khanal

Central Department of Management

T.U. Regd. No.: 31580-93

Campus Roll No.: 265/060

**A Thesis submitted to
Office of the Dean
Faculty of Management
Tribhuvan University**

**In Partial Fulfillment of the Requirements of the Degree of
Master of Business Studies (M.B.S.)**

**Kirtipur, Kathmandu
August, 2009**

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RECOMMENDATION

This is to certify that the thesis:

Submitted by

ISHWORI PRASAD KHANAL

Entitled

CONSUMER PREFERENCE OF BRANDS OF MOBILE TELEPHONE SERVICES

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

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SERVICES**

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

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

Viva-Voce Committee

Chairperson, Research Committee:

Member (Thesis Supervisor):

Member (External Expert):

Member (Central Department of Management)

Date:.....

DECLARATION

I hereby declare that the work reported in this thesis entitled **CONSUMER PREFERENCE OF BRANDS OF MOBILE TELEPHONE SERVICES** submitted to the Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the Master Degree in Business Studies (M.B.S.), under the supervision and guidance of **Prof. Dr. Kundandatta Koirala**, Central Department of Management, Tribhuvan University.

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ABBREVIATIONS

DMU	=	Decision Making Unit
EKM	=	Engel, Kollat and Miniard Model
EPS	=	Extensive Problem Solving
F.M.	=	Frequency Modulation
GSM	=	Global System
LPS	=	Limited Problem Solving
NGO	=	Non Government Organization
NPC	=	National Planning Commission
NTC	=	Nepal Telecom
RRB	=	Routinized Response Behavior
SMS	=	Short Message Services
SNPL	=	Spice Nepal Private Limited
U - Sim	=	United Telecom Sim Card
UTL	=	United Telecome Private Limited