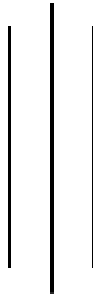


Customer Relation Management
(With Ref. to Trijyoti Travels & Tours and ABC Travel & Tours)



A THESIS

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Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirements for the degree of
Masters of Business Studies (MBS)

Kathmandu, Nepal

October, 2013

RECOMMENDATION

This is to certify that the thesis

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(With Ref. to Trijyoti Travels & Tours and ABC Travel & Tours)

has been prepared as approved by this campus in the prescribed format of the Faculty of Management .This thesis is forwarded for examination.

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and found the thesis to be the original work of the student and written in according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the Degree of Master’s in Business Studies (MBS)

Viva – Voce Committee:

Head, Research Department:

Member (Thesis Supervisor):

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Date:

DECLARATION

This is to certify that I, Tilak Bahadur Raut student of Masters of Business Studies (MBS), Tribhuvan University, Faculty of Management, with registration no. 72-39-82-2006 has undergone a research study of CRM aspect in ABC Travels and Tours and Trijyoti Travel and Tours on the topic of “Customer Relation Management (With Ref. to Trijyoti Travels & Tours and ABC Travel & Tours)” for the partial fulfillment of the requirements for the degree of Masters of Business Studies (MBS).

I solemnly declare that this dissertation is based on my original work and no copy of it has been submitted to any other college/university or organization for the award of any other degree/diploma/fellowship on similar topic. My indebtedness to others work and publications has been acknowledged at the relevant places within the report.

.....

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Thank You
Tilak Bahadur Raut

LIST OF ABBREVIATIONS/ACRONYMS

ABN	:	Algamene Bank Netherland
AMRO	:	Amsterdam-Rotterdam
CRM	:	Customer Relationship Management
IATA	:	International Air Transport Association
IT	:	Information Technology
Ltd	:	Limited
ROI	:	Return on Investment
SAS	:	Statistical Analysis System

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