

**A STUDY ON IMPACT OF ADVERTISING ON CONSUMER BUYING
BEHAVIOR**

(With Reference to Jagadamba Cement)

A Thesis

Submitted By

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***In the Partial Fulfillment of the Requirement for the Degree of
Master's in Business Studies (MBS)***

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RECOMMENDATION

This is to certify that the Thesis

Submitted by:

GITA ADHIKARI

Entitled:

***A STUDY ON IMPACT OF ADVERTISING ON CONSUMER
BUYING BEHAVIOR
(With Reference to Jagadamba Cement)***

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

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DECLARATION

I, hereby, declare that the work reported in this thesis entitled “*A Study On Impact Of Advertising On Consumer Buying Behavior (With Reference to Jagadamba Cement)*” submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done for the partial fulfillment of the requirement for the Masters of Business Studies (MBS) under the supervision of **Dr. N. K. Pradhan** of Shanker Dev Campus, Putalisadak, Kathmandu.

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ABBREVIATION

%	:	Percentage
A. D.	:	Anno Domini
ACORAB	:	Association of Community Radio Broadcasters
AMA	:	American Marketing Association
ATV	:	Avenues Television
B.S.	:	Bikram Sambat
C	:	Customers
CT	:	Column Total
D	:	Distributors
D. F	:	Degree of Freedom
etc.	:	Etcetera
FM	:	Frequency Modulation
M	:	Media
M.B.S.	:	Master of Business Study
MIS	:	Management Information System
NTB	:	Nepal Tourism Board
NTV	:	Nepal Television
POP	:	Point of Purchase
RT	:	Row Total
STV	:	Sagarmatha Television
T.U.	:	Tribhuvan University
TV	:	Television

VAT : Value Added Tax