

**A COMPARATIVE STUDY ON THE IMPACT OF
CUSTOMER RETENTION STRATEGIES IN THE
NEPALESE GSM MOBILE SERVICE COMPANIES**
(A Case Study of Pokhara Municipality)

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RECOMMENDATIONS

This is to certify that the thesis

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Subarna Bir Jung Bahadur Rana

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COMPANIES**

(A Case Study of Pokhara Municipality)

has been approved by this department in the prescribed format of Faculty of
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VIVA-VOICE SHEET

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

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ABBREVIATIONS/ACRONYMS

ADSL	=	Asymmetric Digital Subscribers Line
CDMA	=	Code Division Multiple Access
CRBT	=	Caller Ring Back Tones
FM	=	Frequency Modulator
FSP	=	Fixed Services Provider
GPRS	=	Global Positioning Radio System
GSM	=	Global System for Mobile Communication
ISDN	=	Integrated Services Digital Network
Kbps	=	Kilobytes Per Second
MMS	=	Multimedia Messaging Services
MIS	=	Management Information System
MS-EXCEL	=	Microsoft Excel
NT	=	Nepal Telecom
NTA	=	Nepal Telecommunications Authority
NTC	=	Nepal Telecommunication Corporation
NTCL	=	Nepal Doorsanchar Company Limited
PSTN	=	Public Switched Telephone Network
PRBT	=	Personalized Ring Back Tones
RTS	=	Rural Telecommunication Series
SIM	=	Subscribers Identity Module
SMS	=	Short Messaging Service
STD	=	Subscribers Trunk Dialing
TU	=	Tribhuvan University
WLL	=	Wireless Local Loop