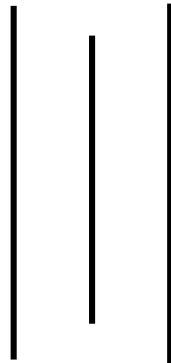


**ROLE OF PROMOTION IN BUILDING BRAND
IMAGE OF XEROX PHOTOCOPIER**

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



*In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)*

**Kathmandu, Nepal
December, 2012**

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Maheshwor Acharya

Entitled:

ROLE OF PROMOTION IN BUILDING BRAND IMAGE OF XEROX PHOTOCOPIER

*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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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 requirement for the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**Role of Promotion in Building Brand Image of Xerox Photocopier**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Lecturer Kailash P. Amatya** and **Teaching Assistant Sajeeb Kumar Shrestha** of Shanker Dev Campus.

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Maheshwor Acharya

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ABBREVIATIONS

Abt.	:	About
B.S.	:	Bikram Sambat
CAN	:	Computer Association of Nepal
Corr.	:	Correlation
Ed.	:	Edition
F.M.	:	Frequency Modulation
Hr.	:	Hour
INGO	:	International Non-Governmental Organization
Ltd	:	Limited
NGO	:	Non-Governmental Organization
NPR	:	Nepalese Rupees
Pp.	:	Page no.
Pvt	:	Private
Qty	:	Quantity
Rs.	:	Rupees
T.V.	:	Television