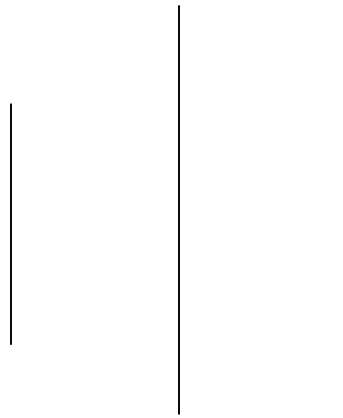


Advertising Impact on Brand Choice of Convenience Goods (With Specific Reference to Toothpaste)

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A Thesis Submitted to:
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Tribhuvan University

*In partial fulfillment of the requirements of the degree of
Masters of Business Studies (M.B.S)
Biratnagar, Nepal
January, 2010*



TRIBHUVAN UNIVERSITY
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NEPAL

RECOMMENDATION

This is to certify that the thesis:

Submitted by

Narendra Kumar Agrawal

entitled

**ADVERTISING IMPACT ON
BRAND CHOICE OF CONVENIENCE GOODS
(With Specific Reference to Toothpaste)**

*has been prepared as approved by this Department in the prescribed format of
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VIVA- VOCE SHEET

We have conducted the viva-voce examination of the thesis Presented by,

Narendra Kumar Agrawal

entitled

**ADVERTISING IMPACT ON
BRAND CHOICE OF CONVENIENCE GOODS
(With Specific Reference to Toothpaste)**

*and found the thesis 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

Chairmen Research Committee:

Member (Thesis Supervisor)

(Dev Raj Shrestha) :

Member (External Expert) :

Member :

Date:



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DECLARATION

I hereby declare the thesis entitled “Advertising **Impact on Brand Choice of Convenience Goods**” (With Specific reference to Toothpaste) submitted to the Research Department of Degree Campus, Faculty of Management, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (M.B.S.) under the supervision of *Mr. Devraj Shrestha*, Reader of Post Graduate Campus Biratnagar.

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List of Acronyms used

FM	:	Frequency Modulation
TV	:	Television
M.B.S	:	Masters of Business Studies
i.e.	:	That is
AAAN	:	Association of Advertising Agencies of Nepal
NBL	:	Nepal Bank Limited
NAC	:	Nepal Airlines Corporation
P.Ltd.	:	Private Limited.
Ads.	:	Advertisements
SLC	:	School Leaving Certificate
B.S.	:	Bikram Sambat
K.W	:	Kilo Watt
P.G.	:	Post Graduate