

**A STUDY ON
RETAILER'S ADVERTISING ON LOCAL RADIO AND
IT'S IMPACT ON CONSUMER BEHAVIOUR**

(With Special Reference to Dhangadhi municipality)

Submitted By:

Sanjaya Sharma
Kailali Multiple Campus

Campus Roll No. : 50/064
T.U. Regd. No.7-2-327-547-2004

A THESIS

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DECLARATION

I hereby declare that the work reported in this Thesis entitled “*A study on retailier's adevertising on local radio and it's impact on consumer behaviour*” (with special reference to Dhangadhi municipality) Submitted to kailali multiple Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of **Mr. Padamkant Joshi** of Kailali Multiple Campus.

.....
Sanjay Sharma

Researcher

Campus Roll No. : 50/064
T.U. Regd. No.7-2-327-547-2004

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