

**CONSUMERS' BEHAVIOR ON NON-LIFE  
INSURANCE PRODUCT(A Study in Pokhara Valley)**

**By:**

**Rishi Ram Bastola**

Prithvi Narayan Campus

Exam Roll No. 480357

Campus Roll No. : 432/065

T.U. Regd. No: 7-2-48-3393-2004

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*In partial fulfillment of the requirements for the degree of*

**Master of Business Studies (MBS)**

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त्रिभुवन विश्वविद्यालय  
TRIBHUVAN UNIVERSITY

पृथ्वीनारायण क्याम्पस  
PRITHVI NARAYAN CAMPUS

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भीमकाली पाटन, पोखरा, नेपाल  
Bhimkali Patan, Pokhara, Nepal

**RECOMMENDATION**

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Submitted by:

**Rishi Ram Bastola**

Entitled:

**CONSUMERS' BEHAVIOR ON NON-LIFE INSURANCE PRODUCT**

has been prepared as approved by this department in the prescribed format of the faculty of management. This thesis is forwarded for examination.

Supervisor  
Amin Palikhe  
Signature:

Head, Research Department  
Signature:  
Campus Chief  
Signature:

Date :



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## VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

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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 requirements for the degree of

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**Viva-Voce Committee**

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## DECLARATION

I hereby proclaim that the thesis work entitled "Consumers' behavior on non-life insurance product: A case study in Pokhara vally." Submitted to Prithvi Narayan Campus, faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Masters Degree of Business Studies (M.B.S.) Under the Supervision of Mr. Amin Palikhe Lecturer of Prithvi Narayan Campus Pokhara Kaski.

.....

Rishi Ram Bastola

Researcher

Roll No: 432/065

Prithivi Narayan Campus

Date :

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## LIST OF ABBREVIATIONS / ACRONYMS

AMA	:	American Marketing Association
B.B.I	:	Bankers Blanket Indemnity
B.S.	:	Bikram Sambat
CDM	:	Central department of Management
CO.	:	Company
Dr .	:	Doctor
Ed	:	edition
Engine.	:	Engineering
Etc	:	Excetra
F.Y.	:	Fiscal Year
Fig	:	Figure
G.P.A.	:	Group Personal Accident
HOD	:	Head of Department
i.e.	:	That is
Ltd.	:	Limited
MBS	:	Master of Business Studies
Misc.	:	Miscellaneous
no/No	:	Number
P	:	Page
P.A	:	Personal Accident
PNC	:	Prithvi Narayan Campus
PP	:	Pages
Pvt.Ltd	:	Private Limited
Rs.	:	Rupees
SDC	:	Shnakar Dev Campus
T.U.	:	Tribhuvan University
WTO	:	World Trade Organization
yrs	:	Years