

SERVICE QUALITY MANAGEMENT IN COMMERCIAL BANKS IN NEPAL

A THESIS

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RECOMMENDATION

This is to certify that the thesis

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Puspa Prasad Rijal

Entitled

“SERVICE QUALITY MANAGEMENT IN COMMERCIAL BANKS IN NEPAL”

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

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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 return according to the prescribed format. We recommended the thesis to be accepted partial fulfillment of the requirement for the degree of master of business studies (MBS).

Viva-Voce Committee

Chairperson (Viva-Voce Committee) :

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**SERVICE QUALITY MANAGEMENT IN COMMERCIAL BANKS IN NEPAL**” has been submitted to faculty of management, Tribhuvan University is my original work. It is done in the form of partial fulfillment for the Master of Business Studies (MBS) under the supervision and guidance of Mr. Puspa Raj Ojha of Nepal Commerce Campus.

No part of the research has been submitted to any other University/ Institutions by me or by anybody and conferred with any degree or diploma.

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This research study on “**SERVICE QUALITY MANAGEMENT IN COMMERCIAL BANKS IN NEPAL**” has been prepared as the partial fulfillment of Master of Business Studies (MBS). The research has been prepared with a view to develop the model of discriminant analysis of different variables. In today’s era of globalization, service quality management plays a vital role in organizations. So every organization seeks for an excellent service quality management and they try to retain them in the organization. The interest of the study was aroused from the group discussions with my colleagues by realizing that no such studies have been conducted in this sector in the context of Nepal.

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ABBREVIATIONS

&	:	And
CV	:	Coefficient of variation
et al.	:	And others
N	:	Total no. of observation
P.E	:	Performance evaluation
S.D.	:	Standard deviation
SERVQUAL	:	Service Quality