

**IMPACT OF TELEVISION ADVERTISING OF COSMETIC
PRODUCT ON CONSUMER'S BEHAVIOR
(With Reference to Unilever Product)**

By

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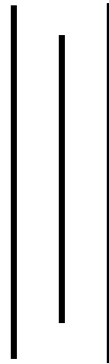
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Faculty of Management

Tribhuvan University



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

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RECOMMENDATION

This is to certify that the Thesis

Submitted by:

DIPIKA SINGH

Entitled:

IMPACT OF TELEVISION ADVERTISING OF COSMETIC PRODUCT

ON CONSUMER'S BEHAVIOR

(With Reference to Unilever Product)

has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

.....
Laxman M.D. Joshi
(Thesis Supervisor)

.....
Prof. Bishweshor Man Shrestha
(Head, Research Department)

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Prof. Dr. Kamal Deep Dhakal
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

By

DIPIKA SINGH

Entitled:

**IMPACT OF TELEVISION ADVERTISING OF COSMETIC PRODUCT
ON CONSUMER'S BEHAVIOR**

(With Reference to Unilever Product)

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

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Impact of Television Advertising of Cosmetic Product on Consumer's Behavior (With Reference to Unilever Product)**” 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 Master’s Degree in Business Study (M.B.S.) under the supervision of **Laxman M.D. Joshi** of Shanker Dev Campus.

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Since this thesis is the first attempt to bring into the light within a short period of time with limited resources and constraints, I admit that there is sufficient room to improve it. So, any valuable comments and suggestions are welcomed which will be of great help for further improvements.

Dipika Singh
Researcher

ABBREVIATION

Ad	:	Advertise
AM	:	Amplitude Modulation
B/W	:	Black & White
CBS	:	Central Bureau of Statistics
e.g	:	For Example
FM	:	Frequency Modulation
i.e	:	That is
NTV	:	Nepal Television