

**A STUDY ON ADVERTISING AND SALES
PROMOTION OF CARS IN NEPAL**
(With special reference to Hyundai Santro ZipPlus, Nepal)

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RECOMMENDATION

This is to certify that the Thesis

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Entitled:

A STUDY ON ADVERTISING AND SALES PROMOTION OF CARS IN NEPAL

(With special reference to Hyundai Santro ZipPlus, Nepal)

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

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Advertising and Sales Promotion of Cars in Nepal (With special reference to Hyundai Santro ZipPlus, Nepal)**” 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 Degree in Business Studies (MBS) under the supervision of **Kailash P. Amatya, Lecturer** of Shanker Dev Campus.

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The researcher has conducted the Research Study realizing the importance of advertising and sales promotion of any product in today's modern business world. Any profit earning organizations or non-profit oriented organizations, government or private sectors are all directly or indirectly competing with each other to hold their stake in the market. The Research study specifically deals with the attempts made by different business houses and dealers of cars in Nepal in order to promote their products in the market with special reference to Hyundai Santro, Nepal.

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ABBREVIATIONS

AAAN	=	Advertising Agency Association Nepal
Ac	=	Air condition
Ad	=	Advertisement
CEO	=	Chief Executive Officer
EMI	=	Equal Monthly Installment
FY	=	Fiscal Year
HMC	=	Hyundai Motor Company
HMIC	=	Hyundai Motor India Company
HS	=	Hyundai Santro
Intl	=	International
ISO	=	International Organization for standardization
Km	=	Kilometer
Ltd	=	Limited
No.	=	Number
NPR	=	Nepalese Rupee
NTV	=	Nepal Television
Pvt. /(P)	=	Private
SAARC	=	South Asian Association for Regional Association
SMS	=	Short Message Service
Sq. Mt.	=	Square Meter
TV	=	Television
UK	=	United Kingdom
VAT	=	Value Added Tax

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