

A STUDY ON  
CONSUMER ATTITUDE TOWARDS COLD DRINKS  
(WITH REFERENCE TO PEPSI & MIRINDA CONSUMER OF BIRGUNJ)

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## **RECOMMENDATION**

This is to certify that **Mr. Sagar Thada** has prepared this thesis entitled " **A STUDY ON CONSUMER ATTITUDE TOWARDS COLD DRINKS (WITH REFERENCE TO PEPSI & MIRINDA CONSUMER OF BIRGUNJ)** under my supervision.

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

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# VIVA-VOICE SHEET

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Entitled

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I here by declare that the work reported in this thesis entitled " A STUDY ON CONSUMER ATTITUDE TOWARDS COLD DRINKS (WITH REFERENCE TO PEPSI & MIRINDA CONSUMER OF BIRGUNJ) submitted to the Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of T.U, for the partial fulfillment of the Master's Degree in Business Studies (MBS) under the supervision and guidance of Dr. Deepak Shakya, Reader, Thakur Ram Multiple Campus, Birgunj Parsa.

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## ABBREVIATIONS

GM	-General Manager
Mkt.	-Marketing
Asst.	-Assistant
Pvt. Ltd.	- Private Limited
EPS	- Extended Problem Solving
LPS	- Limited Problem Solving
RPS	- Routine Problem Solving
T.V.	-Television
No.	- Number
SLC	- School Leaving certificate
Int	- Intermediate
d.f.	- Degree of freedom
Wei No.	- Weighted Number
F.M.	- Frequency Modulation
Res	- Respondents
Bus	- Business
Stu	- Student
Ser	- Service
Wei	- Weighted
R.Shop	- Retail Shop
UTC	- Under the Crown
CEO	- Chief of Executive Officer