

**A CASE STUDY ON MARKETING, ATTITUDE, USAGE
PATTERN AND IMAGE OF COLD DRINKS
IN HETAUDA**



A THESIS

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Submitted To:

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Faculty of Management
Tribhuvan University

In partial fulfillment of the requirements for the degree of
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RECOMMENDATION

This is certify that the thesis

**Submitted by
Maiya Rijal**

Entitled:

**A CASE STUDY ON MARKETING, ATTITUDE, USAGE
PATTERN AND IMAGE OF COLD DRINKS IN HETAUDA**

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

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VIVA-VOCE SHEET

We have conducted the viva-voce sheet examination of the thesis

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And found the thesis to be the original work of the student and written in according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the Degree of Master's in Business Studies (MBS)

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DECLARATION

I hereby declare that the work reported in this thesis entitled “*A CASE STUDY ON MARKETING, ATTITUDE , USAGE PATTERN AND IMAGE OF COLD DRINKS IN HETAUDA*” 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 Degree of Master Of Business Studies (MBS) under the supervision and guidance of Mr. Yam Silwal and Mr. Bin Bahadur Raut, Makwanpur Multiple Campus, Hetauda, Nepal.

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ABBREVIATIONS

AGM	Annual General Meeting
B.S.	Bikram Sambat
BOD	Board of Director
Co.	Company
DPS	Dividend per Share
EPS	Earning Per Share
FY	Fiscal Year
H ₀	Null Hypothesis
H ₁	Alternative Hypothesis
Ltd.	Limited
NEPSE	Nepal Stock Exchange
NIBL	Nepal Investment Bank Ltd.
No.	Number
NRB	Nepal Rastra Bank
NYSE	New York Security Exchange
P.E.	Probable Error
SEBI	Security Exchange Board of India
SEBO/N	Security Board of Nepal
SEC	Security Exchange Centre
US	United States
CIT	Citizen Investment Trust
KBL	Kumari Bank Limited
Pvt.	Private
T.U.	Tribhuvan University