

**MARKETING STRATEGY OF COMMERCIAL  
BANKS IN NEPAL**

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**A THESIS**

**Submitted to:**

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**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.

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**MARKETING STRATEGY OF COMMERCIAL  
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has been prepared as approved by this Department in the prescribed format of the Faculty of Management. 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 written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for Master Degree of Business Studies (M.B.S.)

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**Member (Thesis Supervisor)** -----

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled “**Marketing Strategy Of Commercial Banks In 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’s Degree in Business Study (M.B.S.) under the supervision of **Dr. Narayan Krishna Pradhan** of **Shanker Dev Campus**.

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**Smriti Dahal**  
**Shanker Dev College**

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## **ABBREVIATIONS**

&	: and
A.D	: After Death
ADBL	: Agricultural Development Bank Limited
AMA	: American Marketing Association
B.S	: Bikram Sambat
BOK	: Bank of Kathmandu
DCBL	: Development Credit Bank Limited
E.g.	: Example
EBL	: Everest Bank Limited
Etc	: etcetera
F.M	: Frequency Modulation
Govt.	: Government
HBL	: Himalayan Bank Limited
i.e.	: That Is
Ktm	: Kathmandu
Ltd.	: Limited
MBS	: Masters of Business Studies
NBL	: Nepal Bank Limited
NCC	: Nepal Credit and Commercial Bank
NEPSE	: Nepal Stock Exchange
NIBL	: Nepal Investment Bank Limited
No.	: Number
NPR	: Nepalese Rupees
NTV	: Nepal Television Network
SCB	: Standard Chartered Bank
SDC	: Shanker Dev College
Sq	: Square
T.U	: Tribhuvan University