

**A STUDY ON THE SCOPE OF MOBILE
MARKETING IN NEPAL**

A Thesis

Submitted BY

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Submitted To:

Office of the Dean

Faculty of Management

Tribhuvan University

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

Kathmandu, Nepal

April 2012

RECOMMENDATION

This is to certify that the thesis

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Entitled:

A STUDY ON THE SCOPE OF MOBILE MARKETING IN 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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VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented by:

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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 the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on the Scope of Mobile Marketing 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 degree of Master of Business Studies (MBS) under the supervision of **Lecturer Neera Shrestha** of Padma Kanya Multiple Campus, Kathmandu Nepal.

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ACKNOWLEDGEMENT

This thesis entitle “*A Study of Mobile Marketing in Nepal*” has been prepared in partial fulfilment for the degree of Master of Business Studies (MBS) under the Supervision of Lecturer Neera Shrestha, Co-ordinator of M.B.S. Program who has given fruitful suggestion and guidance to frame out this report. First and foremost, I wish to express my appreciation and profound gratitude to the Thesis Supervisor & Co-ordinator to her, who has been sincerely and eagerly helpful. She always provides not only constructive guidance, suggestion, criticisms and all injections to every corner of this thesis but also an invaluable lifetime experience throughout the period of this study.

The profound gratitude and sincere are also owned to the members of Research Committee, for providing noteworthy comments and information during informal discussions and presentation of this study as well as their kind considerations.

I am also deeply grateful to all the respondents for their valuable time, kind response and valuable suggestion for the study findings. Special thanks are extended to the Nepal Telecommunication Authority who provided various reports and materials related with the study, environment for interaction in due course of study.

I am thankful to librarians of Central Library, TU Kirtipur for providing me with related books and thesis.

Finally, I would like to acknowledge my Family for their everlasting support and encouragement throughout this study period. I alone am responsible for whatever weakness it may still contain.

Samjhana Neupane

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ABBREVIATIONS

ADSL	:	Asymmepric, Digital Subscribel Line
CB	:	Cell Broadcast
CDMA	:	Code Division Multiple Access
CRBT	:	Call Ring Back Tone
MMA	:	Mobile Marketing Association
MMVAS	:	Mobile Added Service
NCELL	:	Nepal Cell
NTA	:	Nepal Telecommunication Authority
QR	:	Quick Response
RDS	:	Radio Data System
ROI	:	Return on Investment
SMS	:	Short Message Service
UTL	:	United Telecom Limited
VSNL	:	Videsh Sanchar Niyam
WLAN	:	Wireless Local Area Network
WLL	:	Wireless Local Loop