

**MARKETING SYSTEM AND PRACTICES OF KIA MOTORS
IN NEPAL**



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Recommendation

This is to certify that the Thesis

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Entitled:

Marketing System and Practices of KIA Motors 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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DECLARATION

I, hereby, declare that the work reported in this thesis entitled “**Marketing System and Practices of KIA Motors In Nepal**” submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done for the partial fulfillment of the requirement for the Masters of Business Studies (MBS) under the supervision of **Dr. N.K Pradhan** of Shanker Dev Campus, Putalisadak, Kathmandu.

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ABBROVIATION

AD	:	Anno Domini
B.S.	:	Bikram Sambat
CDS	:	Customer Delivered Value
CV	:	Coefficient of Variance
CO	:	Company
F.Y.	:	Fiscal Year
ISO	:	International Standard of Organization
Ltd.	:	Limited
MBS	:	Masters in Business Studies
N	:	Number of Year
Pvt.	:	Private
R	:	Correlation
Rs	:	Rupees
S.No	:	Serial number
SD	:	Standard Deviation
SN	:	Serial Number
UN	:	United Nation
US	:	United States
USA	:	United States of America
VDC	:	Village Development Commute
WTO	:	World Trade Organization
%	:	Percent
&	:	And