

THE ROLE OF ADVERTISEMENT ON CONSUMER BEHAVIOUR

(WITH SPECIAL REFERENCE TO ELECTRONIC MEDIA)

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Office of the Dean
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RECOMMENDATION

This is to certify that the thesis

Submitted by
Sunita Kaphle

Entitled

**The Role of Advertisement on Consumer Behaviour
(with Special Reference to Electronic Media)**

has been prepared and approved by this department in the prescribed format of the Faculty of Management. Thesis is forwarded for Evaluation.

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VIVA – VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

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(with Special Reference to Electronic Media)**

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

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DECLARATION

I hereby declare that the work reported in this thesis entitled "The Role of Advertisement on Consumer Behaviour with Special Reference to Electronic Media" Submitted to the Faculty of Management, Lumbini Banijya 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 Asso. Prof. Krishna Gautam Reader, Lummbini Banijya Campus, Butwal, Rupandehi (Nepal).

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ABBREVIATION

NTV	=	Nepal Television
a TV NC	=	a Television News Channel
B.S.	=	Bikram Sambart
VAT	=	Value Added Tax
TV	=	Television
MHZ	=	Megahertz
FM	=	Frequency Modulation
SEC	=	Second
AD	=	Anno Dominne
AIBD	=	Asia Pacific Institute for Broad Cast Development
SLD	=	School Living Certificate
PM	=	Post Meridian
CBS	=	Central Bream of Statistics
TU	=	Tribhuvan University
IBACPA	=	Institute of Business Administration Commerce and Public Administration
DM	=	Direct Mail
PM	=	Printed Media