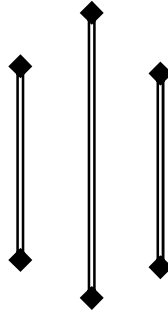


**"Consumer Preference towards Various Brands of
Instant Noodles with Emphasis on Wai Wai"**



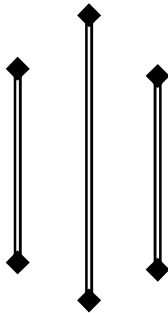
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A THESIS SUBMITTED TO:

Office of the Dean

Faculty of Management

Tribhuvan University

***In partial fulfillment of the requirements for the degree of
Masters of Business Studies (MBS)***

Biratnagar, Nepal

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RECOMMENDATION

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Entitled

**"Consumer Preference Towards Various Brands Of Instant
Noodles With Emphasis On Wai Wai"**

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

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VIVA-VOCE SHEET

*We have conducted the viva-voce examination of the thesis
prepared by*

Kritinidhi Dhital

entitled

**"Consumer preference towards various brands of instant noodles
with emphasis on Wai wai"**

*and found the Thesis to be the original work of the student written in
accordance with the prescribed format. We recommended the Thesis to be
accepted as partial fulfillment of the requirement for
Master's Degree of Business Studies (M.B.S.)*

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Chairperson, Research committee

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Member (Thesis supervisor)

(Dev Raj Shrestha)

Member External Expert)

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Date.....

DECLARATION

I hereby declare thesis entitled "**Consumer preference towards various brands of instant noodles with Emphasis on Wai Wai**". Submitted to Office of the Dean, post Graduate campus, Biratnagar Nepal, faculty of management Tribhuvan University is my original work done in the form of partial fulfillment of the master Degree in business studies (M.B.S) under the supervision of Dev Raj Shrestha lecture of post Graduate campus, Biratnagar Nepal.

Date.....

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(Researcher)

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Date.....

.....

Kirtinidhi Dhital
(Researcher)

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ABBREVIATIONS

FIG -	Figure
T.V -	Television
F.M.C.G -	Fast moving consumer goods
EXP-	Expensive
CHP -	Chap
RESO-	Resonable
9/ e-	9 th edition
7/e	7 th edition
4/e	4 th edition