

# **A STUDY ON MARKETING STRATEGIES OF NEPALESE TELEVISION CHANNELS**

**A THESIS**

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## RECOMMENDATION

This is to certify that the thesis

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Entitled:

**A Study on Marketing Strategies of Nepalese Television Channels**

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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## DECLARATION

I hereby declare that the work reported in this thesis entitled **A Study on Marketing Strategies of Nepalese Televisions in Nepal**, submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Degree of Master of Business Studies under the supervision of **Lecturer Gopal Thapa**, Nepal Commerce Campus.

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Needless to say ‘to err is human’ and I cannot to the expectation. For any remaining error in the calculation and the description reported in this dissertation are, of course, entirely my responsibilities. I hope the possible errors would be covered by the subsequent studies in this field in this future.

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## ABBREVIATIONS

ATV = Avenues Television

AD = Anno Domini ( English Calender)

BBC = British Broadcasting Corporation

BRK = Break

BS = Bikram Sambat

CNN = A News Channel Telecasted form United States of America

Dr = Doctor

E24 = Entertainment 24

FEC = Frequency

F/Y = Fiscal Year

GNP = Gross National Product

H/L = Headline

Hrs = Hours

HTV = Himalayan Television

IC = Image channel

KTV = Kantipur Television

MBS = Master in Business Studies

MHz = Mega Herz

Min = Minute

MPEG = Moving Picture Experts Group

N24 = News 24 Television

NTV = Nepal Television

Rs = Rupees

Sec = Second

SN = Scerial Number

TV = Television

TTV = Tarai Television

WRGB = White, Red, Green, Blue

WNBC = A Television Statin in New York

% = Percentage