

**TELEVISION ADVERTISING AND ITS IMPACT ON CONSUMER  
BEHAVIOUR IN CHITWAN  
(With Reference to Clinic Plus Shampoo)**

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In partial fulfillment of the requirement for the  
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## **RECOMMENDATION**

This is to certify that the thesis

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Entitled:

**Television Advertising and its Impact on Consumer**

**Behaviour In Chitwan**

**(With Reference to Clinic Plus Shampoo)**

has been prepared and approved by this department in the prescribed format of the Faculty of Management, T.U. This thesis is forwarded for examination.

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## **VIVA-VOCE SHEET**

We have conducted the viva-voce examination of the thesis

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**(With Reference to Clinic Plus Shampoo)**

and found the thesis to be the original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the

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## DECLARATION

I hereby declare that the work reported in this thesis entitled, **Television Advertising and its Impact on Consumer Behaviour In Chitwan (With Reference to Clinic Plus Shampoo)** submitted to Central Department Of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master of Business Studies (M.B.S.) under the supervision and guidance of Asso. Prof. Bhawani Shankar Acharya.

February, 2013

.....

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Needless to say, the error is of human kind and I am also not exception. So, I am solely responsible for any deficiencies that may have remained in this work.

February, 2013

Nikki Shrestha

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## **ABBREVIATION USED**

%	: Percentage
AAAN	: Association of Advertising Agencies in Nepal
ADs	: Advertisements
A.M.	: Ante Meridiem
AM	: Amplitude Modulation
B.S.	: Bikram Sambat
B/W	: Black and White
CBS	: Central Bureau of Statistics
Eg.	: Example
Etc.	: Etcetera
F.M.	: Frequency Modulation
i.e.	: That is
Ltd.	: Limited
MBS	: Masters in Business Studies
MHz	: Mega-hertz
No.	: Number
NTV	: Nepal Television
P.M.	: Post Meridiem
Pvt.	: Private
Rs.	: Rupees
S.L.C.	: School Leaving Certificate
SAARC	: South Asian Association for Regional Co-operation
T.U.	: Tribhuvan University
TV	: Television
U.S.A.	: United States of America