

**CURRENT MARKET POSITION OF COCA COLA AND PEPSI COLA
BRAND IN KIRTIPUR MUNICIPALITY**

A THESIS

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ABBREVIATION

A.D.	:	Anno Domini
B.S.	:	Bikram Sambat
c	:	Column total
CDM	:	Central Department of Management
D	:	Different between ranks of the corresponding values of both variables
e.g.	:	Example
F_0	:	Observed frequency
F_e	:	Expected frequency
FM	:	Frequency Modulation
Govt.	:	Government
H_0	:	Null hypothesis
H_1	:	Alternative Hypothesis
i.e.	:	That is
MBS	:	Master of Business Studies
Mt. Dew	:	Mountain Dew
N	:	Number of pairs of ranks
NTV	:	Nepal Television
Pvt.	:	Private
r	:	Raw total
r_s	:	Rank correlation Coefficient Between two variables
Rs.	:	Rupees
T.U.	:	Tribhuvan University