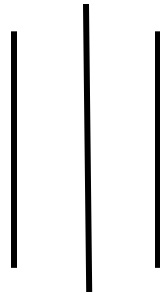


**IMPACT OF FM ADVERTISING
ON
CONSUMER BEHAVIOR**



By:

Sabina Acharya

Post Graduate Campus, Biratnagar

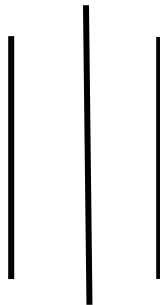
T.U. Registration No. :- 7-2-218-632-2000

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 (M.B.S.)*

Biratnagar
May, 2009



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VIVA-VOCE SHEET

We have conducted the Viva-Voice examination on the thesis presented by

Sabina Acharya

entitled

IMPACT OF FM ADVERTISING
ON
CONSUMER BEHAVIOR

and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as a partial fulfillment of the requirement of Master's Degree in Business Studies (M.B.S.)

Viva-Voce Committee

Chair Person, Research Committee

Member (Thesis Supervisor)
Dev Raj Shrestha)

Member (External Expert)

Date :



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RECOMMENDATION

This is to certify that the thesis

Submitted by

Sabina Acharya

Entitled:

IMPACT OF FM ADVERTISING
ON
CONSUMER BEHAVIOR

*has been prepared as approved by this Department in the prescribed format
of Faculty of Management.*

This thesis is forwarded for the examination.

Supervisor

Dev Raj Shrestha

.....

Head of Department

Dr. Madhav Bahadur Shrestha

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Campus Chief

.....

Date :

DECLARATION

I hereby that this thesis entitled "**Impact of FM Advertising on Consumer Behavior**" submitted to Post Graduate College, Biratnagar Nepal, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the Master's Degree in Business Studies under the Supervision of Dev Raj Shrestha, Reader of Post Graduate Campus Biratnagar.

Date: 1st May, 2009

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Sabina Acharya
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ABBREVIATIONS

F.M.	:	Frequency Modulation
B.S.	:	Bikram Sambat
TV	:	Television
M.B.S.	:	Masters of Business Studies
i.e.	:	That is
P.Ltd	:	Private Limited
Ad.	:	Advertisement
S.L.C .	:	School Leaving Certificate
Kw.	:	Kilo watt
MHz.	:	Megahertz
A.D.	:	Anno Domini
P.G.	:	Post Graduate