

**A COMPARATIVE STUDY ON CUSTOMER  
PERCEPTION TOWARDS COMMERCIAL BANKS**

A Comparative Case Study with Seven Banks

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# **RECOMMENDATION**

This is to certify that the thesis

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# VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

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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 requirements for Master's Degree in Business Studies (M.B.S.)

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## **ABBREVIATION**

AD	=	Advertisement
ATM	=	Automated Teller Machine
CSR	=	Corporate social Responsibility
DSAs	=	Direct Selling Agents
EB	=	Everest Bank Limited
FDICIA	=	Federal Deposit Insurance Corporation Improvements
FMs	=	Frequency of modulation
GDP	=	Gross Development Product
HBL	=	Himalayan Bank Limited
JVBs	=	Joint Venture Banks
NABIL	=	Nabil Bank Limited
NCDs	=	Non- Convertible Debentures
NGBL	=	Nepal Grindlays Bank Ltd
NIBL	=	Nepal Indosuez Bank Ltd
NIBL	=	Nepal Investment Bank Limited
NIC	=	Nepal Industrial and Commercial Bank Limited
PCA	=	Promote Corrective Action
RBB	=	Rastriya Banijya Bank Limited
SCB	=	Standard Chartered Bank
TT	=	Telex Transfer
TVs	=	Televisions