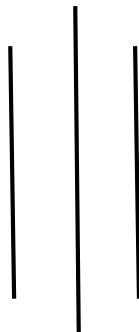


**MARKETING ANALYSIS OF AIRLINE SERVICES WITH REFERENCE
TO
NEPAL AIRLINE CORPORATION (NAC)**



By

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A THESIS

**Submitted to
Shankar Dev College
Tribhuvan University**

**in the partial fulfillment of the requirement for the
Degree in Master of Business Studies (M.B.S.)**

March, 2009

RECOMMENDATION

This is to certify that the Thesis:

Submitted By:

Uttam Aryal

Entitled

**Marketing Analysis of Airline Services with Reference to
Nepal Airline Corporation**

*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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VIVA VOCE SHEET

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

**Entitled
Marketing Analysis of Airline Services with Reference to
Nepal Airline Corporation**

*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 partial fulfillment of the requirement for
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Date:

DECLARATION

I here by declare that the work reported in this thesis entitled “Marketing Analysis of Airline Service with reference to Nepal Airline Corporation” submitted to Shankar Dev Campus, faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Studies under the supervision of Mr Sajeev Kumar Shrestha and Mr Kailash Patindra Amatya of Shankar Dev Campus.

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