

**A COMPARTIVE STUDY ON MARKETING AND ADVERTISING
PRACTICES OF HUNDAI AND KIA CARS IN NEPAL**

By

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RECOMMENDATION

This is to certify that the Thesis

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Entitled:

A COMPARTIVE STUDY ON MARKETING AND ADVERTISING PRACTICES OF HUNDAI AND KIA CARS IN NEPAL

*has been prepared as approved by this Department in the prescribed format of the
Faculty of Management. This thesis is forwarded for examination.*

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VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

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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 the Degree of Master's in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**A COMPARTIVE STUDY ON MARKETING AND ADVERTISING PRACTICES OF HUNDAI AND KIA CARS IN NEPAL**” submitted to Office of the Dean, 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 Study (M.B.S.) under the supervision of **Dr. Narayan Krishna Pradhan** of Shanker Dev Campus.

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ABBREVIATION

AD	Anno Domini
B.S.	Bikram Sambat
CDS	Customer Delivered Value
CV	Coefficient of Variance
F.Y.	Fiscal Year
ISO	International Standard Organization
LTD.	Limited
MBS	Master's in Business Studies
N	Number of Year
PVT.	Private
SN	Serial Number
TCC	Total Customer Cost
TCV	Total Customer Value
UN	United Nation
US	United States
	WTO World Trade Organizatio