

**A STUDY ON IMPACT OF ADVERTISEMENT ON
CONSUMER BUYING BEHAVIOR OF CLOSE UP TOOTH
PASTE IN JALESHWOR MUNICIPALITY-4, MAHOTTARI**

A Thesis

Submitted

By

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*In Partial Fulfillment of the Requirements for the Degree of
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RECOMMENDATION

This is to certify that the thesis

Submitted by:

Manoj Kumar Jha

Entitled:

**Impact of Advertisement on Consumer Buying Behaviour of Close up
Tooth Paste (A Case Study of Jaleswor Municipality-4, Mahottari)**

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 examination of the thesis

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And found the thesis to be original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of requirements for the

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**Impact of Advertisement on Consumer Buying Behaviour of Close up Tooth Paste (A Case Study of Jaleswor Municipality-4, Mahottari)**" and submitted to Central Department of Management Tribhuvan University is my genuine and original work done to fulfill the requirements for the Master Degree in Business Studies (MBS). It was Prepared under the supervision of Santosh Kumar Ghimire Lecture of Central Department of Management Tribhuvan University.

Manoj Kumar Jha

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ABBREVIATIONS

%	: Percentage.
ADB	: Asian Development Bank.
ADB/N	: Agriculture Development Bank of Nepal.
Amt.	: Amount.
BS	: Bikram Sambat.
CMF	: Centre for Microfinance.
Cos	: Companies.
FINGO	: Financial Intermediaries Non-Government Organizations.
FY	: Fiscal Year.
GBB	: Grameen Bikas Bank.
Govt.	: Government.
IBP	: Intensive Banking Program.
INGO	: International Non-Governmental Organization.
LGP	: Local Governance Program.
MBA	: Masters of Business Administration.
MBS	: Master of Business Studies.
MCPW	: Microcredit Project for Women.
MFDB	: Microfinance Development Bank.
MFI	: Microfinance Institutions.
NBL	: Nepal Bank Limited.
NGO	: Non-Government Organizations.
NPC	: National Planning Commission.
NRB	: Nepal Rastra Bank.
PCRW	: Production Credit for Rural Women.
PDDP	: Participatory District Development Program.
RBB	: Rastriya Banijya Bank.
RMDC	: Rural Microfinance Development Centre.
RRDB	: Regional Rural Development Banks.

Rs.	: Rupees
SCC	: Saving and Credit Cooperative.
SFCL	: Small Farmer Cooperative Limited.
SFDP	: Small Farmer Development Program.
SHG	: Self Help Group.
SPSS	: Statistical Package for Social Science.
UNCDF	: United Nations Capital Development Fund.
UNDP	: United Nations Development Program.
VDC	: Village Development Committee.
WDS	: Women Development Section.
Yrs	: Years.

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