

# IT MARKETING IN NEPAL

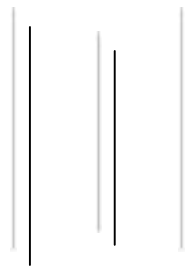
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***A Thesis Submitted to:***

*Office of the Dean*

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirement for the degree of  
Master of Business Studies (M.B.S.)

Birgunj, Nepal

March, 2011

**VIVA - VOCE SHEET**

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

**SANJEEV UPADHYAY**

Entitled

**IT MARKETING IN NEPAL**

*And found the thesis to be the original work of the student written according to the prescribed format. We recommend 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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This is to certify that the thesis:

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*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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.....  
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Date: .....

## **DECLARATION**

I hereby declare that the work reported in this thesis entitled “**IT MARKETING 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 of Master of Business Studies (MBS) under the guidance and supervision of Rajeshwar Acharya of Thakur Ram Multiple Campus, Birgunj.

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## **ACKNOWLEDGEMENT**

This entitled thesis “IT (INFORMATION TECHNOLOGY) MARKETING IN NEPAL” has been prepared for the partial fulfillment of the requirement of Master’s Degree of Business Studies (M.B.S) under the Faculty of Management, Tribhuvan University, is based on research models involving the use of quantitative as well as qualitative aspect. Government, public and private organization is using these tools to make their product, service, idea or concept well-known to its market. The increasing essentially of the advertising and promotion can be realized from the expenditure being made in these fields.

I wish to extend my deep sense of indebtedness to Mr. Rajeshwar Pd. Acharya thesis supervisors and Lalan Dubedi who provided me valuable guidelines, insightful comments, encouragement to complete this thesis. This work has been come out in the present form with his inspiration, valuable suggestions, and guidelines.

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## ABBREVIATION

A.D.:	Anno Domini
ABM:	Automated Banking Machine
ADB:	Asian Development Bank
AGM	Annual General Meeting
ATM:	Automated Teller Machine
BOK	Bank of Kathmandu Limited
BPO:	Business Process Outsourcing
B.S.:	Brikam Sambat
CADM:	Custom Application Development and Maintenance
CBA:	Common Wealth Bank
CV	Coefficient of Variation
DACS:	De La Rue Automatic Cash System
DOI:	Diffusion of Innovation Theory
EBL:	Everest Bank Limited
EPP:	Encrypting PIN Pad
FY:	Fiscal Year
G/N:	Government of Nepal
HBL:	Himalayan Bank Limited
IBM:	International Business Machine
IMF	International Monetary Fund

INGO:	International Non-government Organization
ISOs:	Independent Sales Organizations
IT:	Information Technology
ITAA:	Information Technology Association of America
LDC:	Less Developed Country
MBL	Machhapuchre Bank Limited
NABIL:	Nabil Bank Limited
NBL:	Nepal Bank Limited
NGO:	Non- government Organization
NIBL:	Nepal Investment Bank Limited
NIC:	Nepal Industrial and Gommercial Bank Ltd
NIDC:	Nepal Industrial Development Corporation
NRB	Nepal Rastra Bank
PIN:	Personal Identity Number
P's:	Price, Product, Place, Promotion
RBB	Rastra Banijya Bank
RBI:	Reserve Bank of India
SBP:	State Bank of Pakistan
SCBNL:	Standard Chartered Bank Nepal Limited
SEBO/N	Security Board of Nepal
SLKR:	Sri Lankan Rupees)
SMS:	Short Message Service
UK	United Kingdom
USA	United States of America