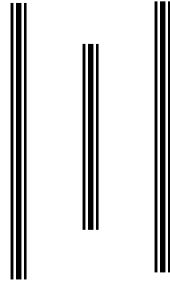


**A COMPARATIVE STUDY  
ON  
MARKETING STRATEGIES OF HYUNDAI  
AND MARUTI SUZUKI CAR**



*A Thesis Submitted by*

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*Submitted to*

**Office of the Dean  
Faculty of Management  
Tribhuvan University  
Kathmandu, Nepal**

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

**Hetauda  
Dec, 2010**

**RECOMMENDATION**

**This is to certify that the Thesis**

*Submitted by*

**Birendra Prasad Dhungana**

Entitled

**A COMPARATIVE STUDY ON MARKETING STRATEGIES OF HYUNDAI  
AND MARUTI SUZUKI CAR**

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

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*And found the thesis to the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for Master's Degree in Business Studies (M.B.S).*

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## **DECLARATION**

I, hereby declare that the work reported in this thesis entitled "A Copmarative Study on Marketing Strategies of Hyundai and Maruti Suzuki Car" submitted to Makwanpur Multiple campus, Faculty of Management, Tribhuvan University, is my original research work done in the form of partial fulfillment of the requirement for the Mater's Degree in Business Studies (M.B.S.) under the supervision and guidance of Mr. Yam silwal, Assistant Lecturer of Makawanpur Multiple Campus

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## **ACKNOWLEDGEMENT**

It is my great opportunity to complete this thesis under the supervision of Mr. Yam Silwal, Assistant Lecturer of Makawanpur Multiple campus, Hetauda. So I owe a deep sense of gratitude to him for his continuous support patient guidance and eager supervision which enabled me to devote my time in the pursuit of higher learning.

Similarly, I cordially express my heartfelt gratitude to Program Co-ordinator, Mr. Udhdhav Sapkota as well as my honorable professors and lecturers. I would like to thank Campus Chief Bachchu Ram Adhikari, Department Head Bishnu Prasad Dahal, all the staffs of Makawanpur Multiple Campus Hetauda and Nepal Bank Limited City Office Hetauda, who helped in preparing this dissertation.

My special thanks go to all the reputed authors and previous researchers whose scholarly writings have provided me with the necessary guidance and valuable materials for enrichment of this thesis.

I also thank all the respondents who contributed their valuable time filling in my questionnaire. I am very grateful to all of my friends especially to Mr. Bibek Bartaula who helped me a lot for the completion of this work.

I express a deep sense of gratitude to my parents – Romharsha Lamsal and Radha Lamsal- for their continuous support in my study.

Eventually, I am thankful to Mr. Radheshyam Adhikari, Staff of AVCO International Pvt. Ltd and Mr, Sudesh Lamsal, staff of Surya Automobile Pvt. Ltd. for Providing data and others information.

I apologize for any errors committed in this study.

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## **ABBREVIATIONS**

&	And
C.V	Coefficient of Variation
Co	Company
etc	Etcetera
FY	Fiscal Year
Ltd.	Limited
MBA	Masters in Business Administration
MBS	Masters in Business Studies
%	Percentage
P.a.	Per Annum
Pvt.	Private
Rs.	Rupees
S.D	Standard Deviation
T.U.	Tribhuvan University
CG	Chaudhary Group