

Advertising Through Television

Impact On Consumer Behaviour In Urban Areas



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A Thesis Submitted to:-
OFFICE OF THE DEAN
FACULTY OF MANAGEMENT
TRIBHUVAN UNIVERSITY



IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF
MASTER OF BUSINESS STUDIES (M.B.S.)

Biratnagar
October ,2011



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RECOMMENDATION

This is to certify that the thesis submitted by Mr. Binod Prasad Shah, entitled "Advertising Through Television: Impact On Consumer in Urban Areas" has been prepared as approved by the 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

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Entitled
**ADVERTISING
THROUGH TELEVISION:
IMPACT ON CONSUMER BEHAVIOUR IN URBAN AREAS**

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 requirements for Master's Degree in Business Studies(M.B.S.)

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DECLARATION

I hereby declare that the work report in this thesis entitled “Advertising through Television: Impact on Consumer Behaviour in Urban Areas” submitted to the office of the Dean, Faculty of Management, Tribhuvan University, is my original work. It is done in the form of partial fulfillment of the requirement for the Master’s Degree of Business Studies (M.B.S.) under the supervision of **Mr. Devraj Shrestha**.

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ACKNOWLEDGEMENTS

First and foremost, I would like to express my sincere gratitude to my respected guide **Mr. Devraj Shrestha** for his appropriate guidance, consultation and invaluable help in the smooth conduct of this study.

I am also very much grateful to respectable **Prof. Dr. Khagendra Acharya**, the chairperson of Research Committee of Post Graduate Campus, Biratnagar for providing me a chance to study on this topic. I am highly obliged to all the respected teachers of Department of Management, P.G. Campus, Biratnagar who have taught me and helped me to achieve the academic degree of M.B.S.

I would like to express sincere thanks to all the people who have directly and indirectly supported me to complete this work. I am highly indebted to my family members for their ceaseless inspiration and encouragement in my academic activities.

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ABBREVIATIONS

Ad	:	Advertisement
B.S.	:	Bikram Sambat
i.e.	:	That is
F.M.	:	Frequency Modulation
M.B.S.	:	Masters of Business Studies
N.T.V.	:	Nepal Television
P.G.	:	Post Graduate
S.L.C.	:	School Leaving Certificate
T.V.	:	Television
W.T.O.	:	World Trade Organization