

**A STUDY ON TOOTHPASTE MARKETING OF CLOSE UP
(With Reference to Chitwan District)**

By

Ram Chanra Paudel

Central Department of Management

T.U. Regd. No.: 37706-90

Campus Roll No.: 508/062

Exam Roll No.: 3232

A Thesis submitted to

Office of the Dean

Faculty of Management

Tribhuvan University

**In Partial Fulfillment of the Requirements of the Degree of
Master of Business Studies (M.B.S.)**

Kirtipur, Kathmandu

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TRIBHUVAN UNIVERSITY

CENTRAL DEPARTMENT OF MANAGEMENT

Office of Head of the Department
Kirtipur, Kathmandu, Nepal

RECOMMENDATION

This is to certify that the thesis:

Submitted by

RAM CHANRA PAUDEL

Entitled

**A STUDY ON TOOTHPASTE MARKETING OF CLOSE UP
(WITH REFERENCE TO CHITWAN)**

*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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VIVA VOCE SHEET

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

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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 requirements 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 STUDY ON TOOTHPASTE MARKETING OF CLOSE UP (With Reference to Chitwan District)** submitted to the Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the Master Degree in Business Studies (M.B.S.), under the supervision and guidance of Lecturer Jagat Timilsina, Central Department of Management, Tribhuvan University.

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ABBREVIATIONS

\$	=	American Dollar
21 st	=	Twenty One
4Ps	=	Four Pieces
A.D.	=	After Death of Christ
Ad.	=	Advertisement
AMA	=	American Marketing Association
B.S.	=	Bikram Sambat
E.g.	=	Example
E.g.	=	Example
F.M.	=	Frequency Modulation
i.e.	=	That is
MBA	=	Master's of Business Administration
MBS	=	Master's of Business Studies
NLL	=	Nepal Lever Limited
No.	=	Number
Pvt. Ltd.	=	Private Limited
SDC	=	Shankar Dev Campus
TU	=	Tribhuvan University
TV	=	Television
US	=	United States