

**A STUDY OF MARKET POTENTIALITY OF MOBILE
VALUE ADDED SERVICES (MVAS) IN NEPAL**

A THESIS

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**In the Partial Fulfillment of the Requirements for the
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VIVA -VOCE SHEET

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

UDAY RAJ SHIWAKOTI

Entitled

**A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE
ADDED SERVICES (MVAS) 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.)

Viva-Voce Committee

Chairperson of Research Committee

Member (Thesis Supervisor)

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RECOMMENDATION

This is to certify that the thesis Submitted by

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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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DECLARATION

I hereby declare that the work report in this thesis entitled “A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL”

Submitted to office of Dean, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master of Business Study under the supervision of Dr. Narayan Krishna Pradhan, Shanker Dev Campus, Putalisadak, Kathmandu.

I have found a lot of earlier research reports on Mobile and marketing field with somehow related subject matter. But the choice of this subject is due to the fact that, there is no previous research found on making studies on “A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL”

.....

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Uday Raj Shiwakoti

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ABBREVIATION

3G	:	Third Generation
A.D.	:	Anno Domini
ARPU	:	Average Rate Per Unit
B.S.	:	Bikram Sambat
CDMA	:	Code Division Multiple Access
CRBT	:	Caller Ring Back Tone
e.g.	:	Example
etc.	:	Etcetera
EU	:	European Union
FY	:	Fiscal Year
GPRS	:	Global Pocket Radio Service
GPS	:	Global Positioning System
GSM	:	Global Subscribe Module
HLR	:	Home Location Register
IAMAI	:	Indian Association of Mobile and Internet
ILD	:	International Long Distance
IVR	:	Interactive Voice Response
Ltd.	:	Limited
MMS	:	Multimedia Message Service
MTNL	:	Mahanagar Telephone Nigam Limited
MVAS	:	Mobile Value Added Services
No.	:	Number
NST	:	Nepal Satellite Telecom
NT	:	Nepal Telecom
NTA	:	Nepal Telecommunications Authority
NTC	:	Nepal Telecommunication Corporation
NVPL	:	Nepal Ventures Private Limited
PCOs	:	Public Call Offices
PRBT	:	Personal Ring Back Tone
PSTN	:	Public Switch Telephone Network
Pvt.	:	Private

RBT	:	Ring Back Tone
Rs.	:	Rupees
RST	:	Rural Telephone Services
SLC	:	School Leaving Certificate
SMC	:	Short Message Centre
SMS	:	Short Message Service
SWOT	:	Strength, Weakness, Opportunity, Threat
TCIL	:	Telecommunications Consultants India Limited
TU	:	Tribhuvan University
TV	:	Television
US	:	United States
USSD	:	Unstructured Supplementary Service Data
UTL	:	United Telecom
VAS	:	Value added Services
VDCs	:	Village Development Committees
VMS	:	Voice Mail System
VSNL	:	Videos Sanchar Nigam Limited
WAP	:	Wireless Application Protocol
WIN	:	Wireless Intelligent Network
WLL	:	Wireless Local Loop