

**"AN EXAMINATION ON FEMALE ROLE  
PORTRAYAL IN PRINT  
ADVERTISING"**



**A**

**Thesis**

**SUBMITTED BY:**

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**SUBMITTED TO:**

Office of the Dean

**Faculty of Management**

**Tribhuvan University**

**Kirtipur**

In partial fulfillment for the requirements for the degree of Master of  
Business Studies (MBS)

Nepalgunj, Nepal

February, 2011

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This is to certify that the thesis:

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**"AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT  
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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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## VIVA-VOCE SHEET

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

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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 requirement for Master of Business Studies (MBS).

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## DECLARATION

I hereby declare that the work reported in this thesis entitled “AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING” in Nepalgunj Municipality submitted to Faculty of Management, Tribhuvan University, Mahendra Multiple Campus, Nepalgunj is my original work done in the form of partial fulfillment of the requirements for the Master’s Degree in Business Studies (MBS) under the supervision of Mr. Lalmani Pokhrel, Mahendra Multiple Campus, Nepalgunj.

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## **ACKNOWLEDGEMENTS**

A lot of help and support is required to complete any work nicely. After completion of work, immense joy can be experienced. I am feeling the same now while expressing extremely grateful to all of my supporters.

This work is an achievement for me and this research tries to analyze the female role portrayal in print advertising. The study finds out the reality of advertising and the female role in different brands. A marketer can easily set his/her policies and strategies in the market after it.

During the period of writing this thesis, I would like to express my sincere thanks to my thesis supervisor Mr. Lalmani Pokhrel for his co-operation and valuable guidance during the whole period of thesis work. Similarly, I would like to thank respected Lecturer Mr. Mukesh Kumar Gupta, Mr. Chakra Bahadur Bom, Mr. Laxman Pokhrel and Mr. Prakash Lamichhane for valuable suggestions.

Finally, I express my deep thanks Mr. Arjun B.C. and Mr. Deepak Acharya of Ascent Computer, Nepalgunj who helped to provide computer typing properly and timely.

I could never forget the help of the respondents who provided with valuable information about their views, desires and wants which were very important for this study. So, I would like to express my gratitude to them.

Last but not least, I would like to express my heartfelt gratitude to my family; especially to my wife Sabitra Gautam and daughter Preksha Gautam. And all other friends who had continuously encourage and boost me to complete this thesis work.

Thanks,

Date: February, 2011

**YAJNA LAL SHARMA**

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## LIST OF ABBREVIATIONS

Ads	:	Advertisements
CT	:	Column Total
d.f	:	Degrees of Freedom
E	:	Expected Frequency
Etc	:	Etcetera
$f^2$	:	Chi-square
H <sub>0</sub>	:	Null Hypothesis
i.e.	:	That is
Ltd.	:	Limited
M.B.S.	:	Master of Business Studies
N	:	Grand Total
O	:	Observed Frequency
Rs	:	Rupees
RT	:	Row Total
T.U.	:	Tribhuvan University
WTO	:	World Trade Organization