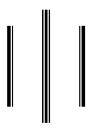
"AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING"



A

Thesis

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SUBMITTED TO:

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

Nepalgunj, Nepal
February, 2011

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RECOMMENDATION

This is to certify that the thesis:

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Entitled

"AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING"

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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"AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING"

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).

VIVA-VOCE COMMITTEE

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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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portrayal in print advertising. The study finds out the reality of advertising and the female

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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_o : 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