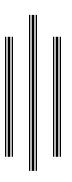
A Study of Brand preference on Motorcycles With Reference To Birgunj City

A Thesis submitted By:
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A Thesis Submitted to Office of the Dean Faculty Of Management Tribhuwan University

In the partial fulfillment of the requirements for the Master of Business Studies
(MBS)
Birgunj, Nepal
September, 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by

Rajeshwar Pd. Chaudhary

Entitled

"A Study of Brand Preference on Motorcycles

with

Reference to Birgunj City"

has been prepared as approved by this department	ent in the prescribed format of the
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VIVA-VOCE SHEET

We have educated the viva-voce sheet 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 requirement for the **Master's Degree in Business Studies (MBS).**

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DECLARATION

I hereby declare that the thesis entitled "A Study of Brand Preference of Motorcycles With Reference to Birgunj City" submitted to Thakur Ram Multiple Campus, Faculty of Management, Tribhuwan University is my original work done in the form of partial fulfillment of the requirement for the Master of Business Studies (MBS) under the supervision of Dr. Baidyanath Prasad Yadav Lecture of Thakur Ram Multiple Campus, Birgunj.

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ABBREVIATION

A/C - Account

Ad. - Advertising

Amt. - Amount

CDM - Central Department of Management

Co. - Company

Ed. - Edition

F/Y - Fiscal Year

Fig. - Figure

FOM - Faculty of Management

GE - General Electric

Govt. - Government

IBM - International Business Machine

Ind. - India

ISO - International Standardization Organization

KTM - Kathmandu

Ltd. - Limited

MBS - Master of Business Studies

Mkt. - Marketing

No. - Number

Pvt. - Private

Rs. - Ripees

S.L.C. - School Living Certificate

T.U - Tribhuvan University

Vol. - Volume

VS - Versus

Wt. - Weight

Yrs. - Years