

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

**A Thesis submitted By:  
Rajeshwar Pd Chaudhary  
Campus Roll No. 16 /2063  
T.U. Regd. No. 7 – 2 – 238 – 37 – 2003  
Thakur Ram Multiple Campus  
Birgunj**



**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)  
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# 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 in the prescribed format of the faculty of management. This thesis is forwarded for evaluation.

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Dr. Baidyanath Prasad Yadav  
Thakur Ram Multiple Campus  
Thesis Supervisor

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Dr. Deepak Sakya  
Thakur Ram Multiple Campus  
Head of Research Committee

.....

Date:- .....

# VIVA-VOCE SHEET

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

**Rajeshwar Pd. Chaudhary**

**Entitled**

**"A Study of Brand Preference on Motorcycles**

**with**

**Reference to Birgunj City"**

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)**.

## VIVA-VOCE COMMITTEE

Head of Research Committee:- .....

Member (Thesis Supervisor):- .....

Member (External Expert):- .....

Date:-.....

# 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, Tribhuvan 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 Lecturer of Thakur Ram Multiple Campus, Birgunj.

Date:- .....

**Rajeshar Pd. Chaudhary**  
Campus Roll NO.:- 16/063  
T.U. Regd. No. 7 – 2 – 238 – 37 – 2003  
Thakur Ram Multiple Campus,  
Birgunj

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**Rajeshwar Prasad Chaudhary**

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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