

A study on Consumer Behaviour of Pepsi

(with special Reference to Bara and Parsa District)

Submitted by:

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Office of the Dean

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*In the partial fulfillment of the requirement for the Degree of
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RECOMMENDATION

This is to certify that the thesis:

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Entitled

**"A Study on Consumers Behaviour of Pepsi
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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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And found the thesis is 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 requirements for Master of Business Studies (MBS)

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A Study on Consumers Behaviour of Pepsi (with special Reference to Bara & Parsa district)**" submitted to Faculty of Management, Hari Khetan Multiple Campus is my original work. It is done in the form of partial fulfillment of the requirements for the Master Degree in Business Studies under the supervision and guidance of Mr. Barjeet Kaur, Lecturer Faculty of Management, Hari Khetan Multiple Campus, Birgunj, Parsa.

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ABBREVIATIONS

Asst.	-Assistant
Bus	- Business
CEO	- Chief of Executive Officer
CEO	- Chief of Executive Officer
d.f.	- Degree of freedom
EPS	- Extended Problem Solving
F.M.	- Frequency Modulation
GM	-General Manager
Int	- Intermediate
LPS	- Limited Problem Solving
Mkt.	-Marketing
No.	- Number
Pvt. Ltd.	- Private Limited
RPS	- Routine Problem Solving
R.Shop	- Retail Shop
Res	- Respondents
Ser	- Service
SLC	- School Leaving certificate
T.V.	-Television
Stu	- Student
UTC	- Under the Crown
Wei No.	- Weighted Number
Wei	- Weighted