

**EFFECT OF TV ADVERTISEMENT
ON
SELECTION OF TOILET SOAP**

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RECOMMENDATION

This is to certify that the thesis

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has been prepared as approved by the Campus in the prescribed format of the faculty of Management. This thesis is forwarded for examination.

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and found the thesis of 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 the degree of

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Declaration

I hereby declare that the present thesis entitled " **EFFECT OF TV ADVERTISEMENT ON SELECTION OF TOILET SOAP**" has been prepared for the partial fulfillment of the requirement of Master Degree in Business Studies under kind supervision of Dr. Ishwor Gautam and Mr. Santosh Gyawali of Lumbini Banijya Campus, Butwal. The understudied thesis has been prepared as per the format prescribed by the university and the data analysis and interpretation performed as per the format prescribed by the university and the data analysis and interpretation performed in the study is genuine.

Eventually, I firmly believe that the path of improvement never terminates. So, I am solely responsible for various shortcomings and drawbacks committed in the course of preparing this dissertation.

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ABBREVIATIONS

AIDS	- Acquired Immune Deficiency Syndrome
DVRs	- Digital Video Recorders
ed.	- edition
et al.	- and others
GDP	- Gross Domestic Product
HIV	- Human Immunodeficiency Virus
HUL	- Hindustan Unilever Limited
i.e	- that is
NTV	- Nepal Television
PSA	-Public Service Advertising
TV	- Television