

Advertising and Sales Promotion of Cars in Nepal

(A Study of Laxmi Intercontinental with Special reference to Hyundai Santro)

Submitted by:

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THESIS

Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

*In partial fulfillment of the requirement for the Degree of
Master's of Business Studies (M.B.S)*

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RECOMMENDATION

This is to certify that the Thesis

Submitted by:
Nirmal Acharya

Entitled
Advertising and Sales Promotion of Cars in Nepal
(A Study of Laxmi Intercontinental with Special reference to Hyundai Santro)

has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

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(Head of Research Department)

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VIVA-VOCE SHEET

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

NIRMAL ACHARYA

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Advertising and Sales Promotion of Cars in Nepal

(A Study of Laxmi Intercontinental with Special reference to Hyundai Santro)

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

Master Degree of Business Studies (MBS)

Viva-voce Committee

Head, Research Department)

Member (Thesis Supervisor).....

Member (External Expert)

DECLARATION

I Hereby declare that this thesis work entitled “Advertising and Sales Promotion of Cars in Nepal (*A Study of Laxmi Intercontinental with Special reference to Hyundai Santro*)” submitted to Office of the Dean, Faculty Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Masters of Business Studies which is prepared under the supervision of respected supervisor **N.K Pradhan** of **Shanker Dev Campus**.

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