

# **CONSUMER BEHAVIOUR TOWARDS COLD DRINKS IN CHITWAN DISTRICT**

**(WITH SPECIAL REFERENCE TO COCA-COLA, PEPSI-COLA AND REAL)**

**A THESIS**

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**SUBMITTED TO:**

Office of the Dean  
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TRIBHUVAN UNIVERSITY  
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DEPARTMENT OF MANAGEMENT

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**RECOMMENDATION**

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**Entitled:**

**Consumer Behaviour Towards Cold Drinks in Chitwan District**

(With special reference to Coca-Cola, Pepsi-Cola and Real)

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**VIVA-VOCE SHEET**

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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 **Master's Degree of Business Studies (M.B.S.)**

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## DECLARATION

I hereby declare that the thesis work entitled “**Consumer Behaviour Towards Cold Drinks in Chitwan District**” submitted to **Birendra Multiple Campus**, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master’s Degree in Business Studies (MBS) under the supervision of **Mr. Baikuntha Prasad Bhusal** Lecturer of Birendra Multiple Campus, Bharatpur, Chitwan, Nepal.

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**Gyan Prasad Bhusal**

Date.....

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