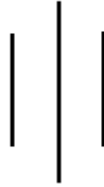


DETERMINANTS OF CUSTOMER SWITCHING BEHAVIOR (STUDY ON NEPALESE COMMERCIAL BANKS)



Submitted By:

BINOD KUMAR RIJAL

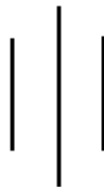
Post Graduate Campus, Biratnagar

Tribhuvan University

T.U. Reg. No: 58318-97

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A Thesis Submitted to:

The Office of the Dean

Faculty of Management

Tribhuvan University

In Partial Fulfillments of the Requirement for the Degree of

Master in Business Studies (MBS)

Biratnagar, Nepal

2013

RECOMMENDATION

This is to certify that this Thesis

Submitted by:

BINOD KUMAR RIJAL

Entitled:

**“DETERMINANTS OF CUSTOMER SWITCHING BEHAVIOR
(STUDY ON NEPALESE COMMERCIAL BANKS)”**

*has been prepared as approved by this campus in the prescribed format
of the faculty of management. This thesis is forwarded for examination.*

Mr. Dev Raj Shrestha

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(Campus Chief)

Date:

VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

Presented

By:

BINOD KUMAR RIJAL

Entitled:

**“DETERMINANTS OF CUSTOMER SWITCHING BEHAVIOR
(STUDY ON NEPALESE COMMERCIAL BANKS)”**

and found the thesis to be the original work of the student and written according to the prescribed format of Faculty of Management Tribhuvan University. We recommend the thesis to be accepted as partial fulfillment of the requirement for Degree of Master of Business Studies (M.B.S.)

Viva-Voce Committee

Prof. Dr. Khagendra Acharya
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Member (External Expert)

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Date:

DECLARATION

I hereby declare that this thesis entitled “Determinants of Customer Switching Behavior” (Study on Nepalese Commercial Banks) submitted to the Faculty of Management, Tribhuvan University is my original work. It is carried out as the form of partial fulfillment of the requirement for the degree in Master’s of Business Studies (MBS), under the supervision and guidance of Mr. Dev Raj Shrestha, Post Graduate Campus, Biratnagar, Tribhuvan University.

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Date.....

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Binod Kumar Rijal

Date.....

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