A STUDY ON PERSONAL COMPUTER BUYER BEHAVIOUR IN JANAKPUR (NEPAL)

A THESIS

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

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RECOMMENDATION

This is to certify that the thesis

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A STUDY ON PERSONAL COMPUTERS BUYER BEHAVIOUR IN JANAKPUR (NEPAL)

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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DECLARATION

I hereby declare that the work reported in this thesis entitled **A Study on Personal Computers Buyer Behaviour in Janakpur (Nepal)** submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Dr. Sadan Kumar Bhagat** of R.R.M. Campus, T.U.

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LIST OF ABBREVIATION

AD	= Anno Domini (in the year of Christian era)
AT	= Advanced Technology
ATM	= Automatic Teller Machine
BC	= Before Christ
BM	= Branch Manager
BS	= Bikram Sambat
CAL	= Computer Aid Learning
CAI	= Computer Aid Instruction
CAM	= Computer Aided Manufacture
CAD	= Computer Aided Design
CADMAT	= Computer Aided Design Manufacture and Testing
CD	= Compact Disk
CD-ROM	= Compact Disk-Read Only Memory
Co.	= Company
Com	= Commercial
CPU	= Central Processing Unit
Dr.	= Doctor (Doctor of Philosophy)
Ed.	= Edition
E-book	= Electronic book
E-fax	= Electronic fax
EFTS	= Electronic Fund Transfer Systems
E-mail	= Electronic mail
ENIAC	= Electrical Numerical Integrator And Computer
F.	= Female
Fig.	= Figure
GHz	= Gigaherz
HOD.	= Head of Department
Http	= Hypertext Transfer Protocol

IBM	= International Business Machine
i.e.	= That is
IT	= Information Technology
Jan.	= January
KB	= Kilobytes
Kms	= Kilometers
Ltd.	= Limited
MB	= Megabyte
MHz	= Megaherz
MIPS	= Management Information Processing System
Max^m	= Maximum
Min^m	= Minimum
NCC	= National Computer Centre
No.	= Number
NTV	= Nepal Television
Prof.	= Professor
p., pp.	= Page (s)
PC	= Personal Computer
PCs	= Personal Computers
Pvt.	= Private
RBB	= Rastriya Banijya Bank
Rs.	= Rupees
SPSS	= Statistical Program for Social Science
SIM	= Subscriber Identification Module
TU	= Tribhuvan University
TV	= Television
UNDP	= United Nations Development Program
UNIVAC	= Universal Automatic Computer
US	= United States
Vol.	= Volume
XT	= Extended Technology
Yrs.	= Years