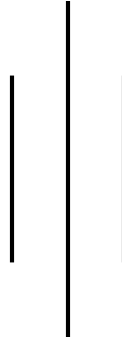


**Marketing Analysis of Airline Services with Reference  
to  
Nepal Airline Corporation**



**Submitted By**

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Class Roll No:1256/063

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**Submitted To:**

**Office of the Dean**

**Faculty of Management**

**Tribhuwan University**

In partial fulfillment of the requirements for the degree of  
**Master of Business Studies (M.B.S.)**

Kathmandu  
**March, 2013**

## **RECOMMENDATION**

**This is to certify that the Thesis:**

**Submitted By:**

**Bhumika Thapa Magar**

**Entitled**

**Marketing Analysis of Airline Services with Reference to**

**Nepal Airline Corporation**

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

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## **VIVA VOCE SHEET**

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

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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 the

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

### **Viva-Voce Committee**

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Member (Thesis Supervisor) .....

Member (External Expert) .....

## **DECLARATION**

I here by declare that the work reported in this thesis entitled "Marketing Analysis of Airline Service with reference to Nepal Airline Corporation" submitted to Shankar Dev Campus, faculty of management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies under the supervision of **Kailash P. Amatya** of **Shankar Dev Campus**.

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## **ABBREVIATIONS**

A.D	: Anno Domini
CC	: Charge collect
CG	: Chaudhari Group
NAC	: Nepal Airline Corporation
NTB	: Nepal Tourism Board
NTV	: Nepal Television
SDVKVS	: Singh Durbar Vaidya Khana Vikas Samiti
STOL	: Short take-off and landing