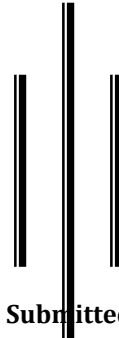


**A STUDY ON *EFFECTIVENESS OF ADVERTISEMENT & SALES PRACTICES OF AUTOMOBILES IN*  
NEPAL**

**(WITH REFERENCE TO HYUNDAI & KIA CARS)**

**A Thesis Report**



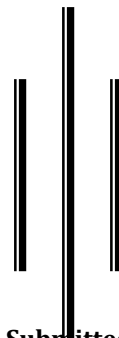
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**Submitted To:**

**Office of the Dean**

**Faculty of Management**

**Tribhuvan University**

**Kathmandu, Nepal**

***In the Partial Fulfillment of the Requirement for the***

***Master of Business Studies (MBS)***

**Kathmandu, Nepal**

**2013**

## **RECOMMENDATION**

This is to certify that the Thesis

Submitted by

**Anjana Bogati**

Entitled:

***A STUDY ON EFFECTIVENESS OF ADVERTISEMENT & SALES  
PRACTICES OF AUTOMOBILES IN NEPAL  
(WITH REFERENCE TO HYUNDAI & KIA CARS)***

*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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**Lecturer Madhav Sapkota**

(Thesis Supervisor)

.....  
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(Coordinator MBS Programme)

**Date:**

# VIVA-VOCE SHEET

We have conducted the viva-voce of the thesis presented

By

**Anjana Bogati**

Entitled:

***A STUDY ON EFFECTIVENESS OF ADVERTISEMENT & SALES***

***PRACTICES OF AUTOMOBILES IN NEPAL***

***(WITH REFERENCE TO HYUNDAI & KIA CARS)***

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**

Member (Thesis Supervisor) .....

Member (External Expert) .....

Member (Research Proposal Committee) .....

Member (Coordinator MBS Programme) .....

Date:

## DECLARATION

I, hereby, declare that the work reported in this thesis entitled "***A Study On Effectiveness Of Advertisement & Sales Practices Of Automobiles In Nepal (With Reference To Hyundai & Kia Cars)***" submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done for the partial fulfillment of the requirement for the Masters of Business Studies (MBS) under the supervision of **Madhav Sapkota** of Padma Kanya Multiple Campus, Bagbazar, Kathmandu.

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Date: -

## ACKNOWLEDGEMENT

This is an attempt to present thesis entitled “*A Study On Effectiveness Of Advertisement & Sales Practices Of Automobiles In Nepal (With Reference To Hyundai & Kia Cars)*” prepared for partial fulfillment of the requirement for the Degree of Master of Business Studies (MBS) is an outcome of continuous and immeasurable cooperation and support of several hands. I would like to express my heartfelt gratitude to all for their support.

I express my sincere honor and special sense of gratitude to my academic supervision, of **Madhav Sapkota & MBS Coordinator Neera Shrestha** for their generous guidance, thoughtful encouragement and brilliant insight throughout this research work.

I owe great intellectual debt for support and immense contribution to Administrative of Laxmi Intercontinental and Continental Trading Enterprises Pvt. Ltd. I am thankful to library staffs of Padma Kanya Multiple Campus, Shanker Dev Campus and T.U. library for their cooperation.

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## **ABBREVIATIONS**

|       |  |
|-------|--|
| %     | Percentage                                   |
| &     | And  |
| A.D   | Anno Domini                                  |
| B. S. | Bikram Sambat                                |
| CV    | Coefficient of Variation                     |
| Ed.   | Edition                                      |
| FY    | Fiscal Year                                  |
| GDP   | Gross Domestic Product                       |
| i .e  | That is                                      |
| IT    | Information Technology                       |
| Ltd   | Limited                                      |
| Misc. | Miscellaneous                                |
| No.   | Number                                       |
| PE    | Probable Error                               |
| Pvt.  | Private                                      |
| R & D | Research & Development                       |
| SD    | Standard Deviation                           |
| SDC   | Shankar Dev Campus                           |
| SWOT  | Strengthens, Weakness, Opportunity & Threats |
| T. U. | Tribhuwan University                         |
| UN    | United Nations                               |
| VAT   | Value Added Tax                              |
| WTO   | World Trade Organization                     |