

**A STUDY ON**  
**IMPACT OF TELEVISION ADVERTISING ON COSMETIC PRODUCT**  
("A comparative study of Sun silk and Head & shoulder shampoo")



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**Submitted To:**

***OFFICE OF THE DEAN***  
Faculty of Management  
Tribhuvan University

***In partial fulfillment of the requirement for the degree of  
Master of Business Studies (MBS)***

**Kathmandu, Nepal  
(2013)**

**RECOMMENDATION**

This is to certify that the thesis:

Submitted by

**Gokul Prasad Paudyal**

Entitled

**IMPACT OF TV ADVERTISING ON COSMETIC PRODUCT**

(A comparative study on Sunsilk and Head & shoulder shampoo)

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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**IMPACT OF TV ADVERTISING ON COSMETIC PRODUCT**

(A comparative study of Sunsilk and Head & shoulder shampoo)

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 of business studies (M.B.S)**

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## DECLARATION

I hereby declare that the work reported in this Thesis entitled **IMPACT OF TELEVISION ADVERTISING ON COSMETIC PRODUCT (a comparative study of Sun silk and head & shoulder shampoo)** Submitted to Central department 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 Study (M.B.S.) under the supervision of **Associate Prof. DrBhoj Raj Aryal** of central department of management.

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## ACKNOWLEDGEMENT

I express my sincere gratitude to all the authors and learned personalities, whose writings have been cited in this study. I also express my sincere gratitude to those authors whose writings though are not cited but helped and inspired me in making my vision clear and reaching on conclusion.

I extend my deep sense of indebtedness to my respected supervisors Associate Prof. Dr Bhoj Raj Aryal for his precious guidelines, inspiration and suggestion thoroughly during the period of this research and to Prof. Dr Bal Krishna Shrestha (Head of CDM) for his full support and coordination. Without their valuable insight, I would not think of accomplishment of this Thesis. I acknowledge my profound gratitude to all inhabitants of Kirtipur for the cooperation who shown and providing necessary data.

I want to give thanks for the staff members of T.U. Central Library, Shanker Dev Campus Library who provided the reference and reading materials during the period of research.

Finally, I would like to express my sincere gratitude to my brother my teacher and to all my family members, all my friends for their assistance, timely encouragement in every step.

**Thank you,**

.....

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## ABBREVIATION

Ads	=	Advertisement
&	=	And
B.S.	=	BikramSambat
CBS	=	Central Burro of Statistics
GON	=	Government of Nepal
i.e.	=	That is
M.B.S	=	Master's of Business Studies
NTV	=	Nepal Television
%	=	Percentage
PSAs	=	Public Service ads.
S.L.C	=	School Leaving Certificate
T.U	=	Tribhuvan University
TV	=	Television
NO	=	Number