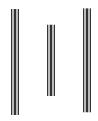
## A STUDY ON

## IMPACT OF TELEVISION ADVERTISING ON COSMETIC PRODUCT

("A comparative study of Sun silk and Head & shoulder shampoo")

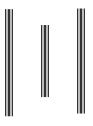


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Submitted To:

## 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.

Associate Prof. DrBhoj Raj Aryal	Prof. DrBalKrishna Shrestha	
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#### **VIVA- VOCE SHEET**

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

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Entitled

## 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 ADVETISING 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

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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