

# **Advertising Through Newspapers**

## **Impact on Consumer Goods on Government Employees in Biratnagar**



By:

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*A Thesis Submitted to*

Office of the Dean

Faculty of Management

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

Biratnagar  
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**POST GRADUATE CAMPUS**  
**BIRATNAGAR**  
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***RECOMMENDATION***

This is to certify that the thesis

Submitted by:  
**Kashinath Ghimire**

**Entitled:**  
**ADVERTISING**  
**THROUGH NEWSPAPERS:**  
**IMPACT ON CONSUMER GOODS ON GOVERNMENT EMPLOYEES IN**  
**BIRATNAGAR**

*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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We have conducted the viva-voce examination of the thesis

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Entitled

**ADVERTISING  
THROUGH NEWSPAPERS:  
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BIRATNAGAR**

*and found the thesis original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master's Degree in Business Studies (M.B.S.)*

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## DECLARATION

I hereby declare the thesis entitled "Advertising through Newspapers: Impact on Consumer Goods on Government Employees in Biratnagar" submitted to Tribhuvan University, Faculty of Management, Post Graduate Campus, Biratnagar (Nepal) is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (M.B.S.) under the supervision of Mr. Hiranya Prashad Gautam, Reader of Post Graduate Campus Biratnagar.

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## Abbreviations

Ads	:	Advertisement
B.S.	:	Bikram Sambat
i.e.	:	That is
F.M.	:	Frequency Modulation
M.B.S.	:	Masters of Business Studies
P.G.	:	Post Graduate
T.V.	:	Television
W.T.O.	:	World Trade Organization