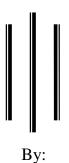
Advertising Through Newspapers

Impact on Consumer Goods on Government Employees in Biratnagar



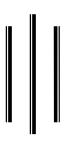
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Post Graduate Campus Biratnagar

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A Thesis Submitted to

Office of the Dean
Faculty of Management
Tribhuvan University



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

Biratnagar September 2012



TRIBHUVAN UNIVERSITY POST GRADUATE CAMPUS

BIRATNAGAR NEPAL

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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VIVA- VOCE SHEET

We have conducted the viva-voce examination of the thesis

Submitted by:

Kashinath Ghimire

Entitled

ADVERTISING THROUGH NEWSPAPERS: IMPACT ON CONSUMER GOODS ON GOVERNMENT EMPLOYEES IN 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.)

Viva-Voce Committee

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Member (Thesis Supervisor):	
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Date:	

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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ACKNOWLEDGEMENTS

First and foremost, I would like to express my sincere gratitude to my respected guide reader Mr. Hiranya Prasad Gautam for his appropriate guidance, consultation and invaluable help in the smooth conduct of this study.

I am also very much grateful to respectable Prof. Dr. Khagendra Acharya, the chairperson of Research Committee of Post Graduate Campus, Biratnagar for providing me a chance to study on this topic. I am highly obliged to all the respected teacher of Department of Management, P. G. Campus, Biratnagar who have taught me and helped me to achieve the academic degree of M.B.S.

I would like to express sincere thanks to all the people who have directly or indirectly supported me to complete this work. I am highly indebted to my family members for their ceaseless inspiration and encouragement in my academic activities.

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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