

**A STUDY ON MARKETING PLANNING AND EXECUTION IN  
DEPOSIT COLLECTION OF  
BISHWA BIKASH BANK LIMITED, POKHARA**

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### Recommendation

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**VIVA-VOCE SHEET**

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

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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 requirements for Master's Degree in Business Studies (M.B.S.)

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## **LIST OF ABBREVIATIONS USED**

<b>ABBS</b>	:	Any Branch Banking System
<b>ATM</b>	:	Automatic Teller Machine
<b>A.D.</b>	:	After Death
<b>B.S.</b>	:	Bikaram Sambat
<b>BOD</b>	:	Board of Directors
<b>CRM</b>	:	Customer Relationship Management.
<b>BF'I</b>	:	Bank & Financial Institution
<b>FY</b>	:	Fiscal Year
<b>NRB</b>	:	Nepal Rastra Bank
<b>BBBL</b>	:	Bishwa Bikash Bank Limited
<b>FD</b>	:	Fixed Deposit
<b>IR</b>	:	Interest Rate
<b>T.U</b>	:	Tribhuvan University
<b>M.B.S</b>	:	Master of Business Studies
<b>REGD.</b>	:	Registration