

A Study of
**“Marketing Strategy Adopted
by
Commercial Banks in Nepal”**
(A case study of Nabil Bank Ltd.)



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RECOMMENDATION

This is to certify that the thesis submitted by

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entitled

Marketing Strategies Adopted by Commercial Banks in Nepal
A Case Study of Nabil Bank Ltd.

has been prepared as approved by this department in the prescribed format
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DECLARATION

I hereby declare that the work reported in this thesis entitled Marketing Strategies Adopted by Commercial Banks in Nepal, A Case Study of Nabil Bank Ltd. submitted to Thakur Ram Multiple Campus Faculty of Management, TU is my original work done in the form of partial fulfillment of the requirement for Masters in Business Studies (MBS) under the supervision of Dr. Deepak Shakya, Reader Thakur Ram Campus, Tribhuvan University.

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ABBREVIATIONS

C.V.	:	Coefficient of Variation
CA	:	Current Assets
CBB	:	Cash and Bank Balance
CL	:	Current Liabilities
FA	:	Fixed Assets
Inv.	:	Investment
LA	:	Loan and Advances
LTD	:	Long Term Debt
MSCN	:	Money at Short Call and Notice
NABIL	:	Nepal Arab Bank Limited
NIBL	:	Nepal Investment Bank Limited
NPAT	:	Net Profit after Tax
P.E.	:	Probable Error
r	:	Coefficient of Correlation
S.D.	:	Standard Deviation
SE	:	Shareholders' Equity
TD	:	Total Deposit
TF	:	Total Fund