

A COMPARATIVE STUDY ON MARKETING
PRACTICES OF HUNDAI AND KIA CARS IN NEPAL

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RECOMMENDATION

This is to certify that the thesis

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has been prepared as approved by this Department in the prescribed format of Faculty of Management, Tribhuvan University. This thesis is forwarded for examination.

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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 requirement for

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A COMPARATIVE STUDY ON MARKETING PRACTICES OF HUNDAI AND KIA CARS IN NEPAL**" submitted to Bhairahawa Multiple Campus, Faculty 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 Studies (M.B.S.) under the supervision of **Mr. Prakash Bhattari** of Bhairahawa Multiple Campus,

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Abbreviation

AD	After death
ATMs	Automated Teller Machine
CBS	Central Business of Statistics
CDC	Customer delivered value
CEO	Chief Executive Officer
CO	Corporation
DEPT	Department
DVD	Digital Video Disc
EDI	Electronic data interchange
EFTPOS	Electronic Funds Transfer Point Of Sale
FNCCI	Federation of Nepalese Chamber of Commerce and industry
GDP	Gross Domestic Product
GM	General Motors
HMIL	Hyundai Motor India Ltd.
HMC	Hyundai Motor Company
HMG	His Majesty Government
IBM	International Business Machine
ITC	International Trade Center
IMF	International Monetary Fund
LDC	Lean Developed Countries
MD	Managing Director
MIS	Marketing Information System
MOC	Ministry of commerce
MOF	Ministry of Finance
NRB	Nepal Rastra Bank
QRS	Quantitative Restriction
R & D	Research & development
RMG	Ready Made Garment
ROA	Return on Assets
SBU	Strategic Business Unit
SWOT	Strength Weakness, Opportunities and Threats
TCV	Total customer value
TCC	Total customer vale
TPC	Trade Promotions Centre
UN	United Nation
US	United State
USA	United States of America
VAT	Value Added Tax
WTO	World Trade Organization
UNCTAD	United Nations Conference On Trade and Development