

**PERCEIVED ATTRIBUTES OF AUTOMATED TELLER
MACHINES AND THEIR MARKETING
IMPLICATIONS**

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Recommendation

This is certify that the Thesis
Submitted by
Sanju Shrestha

Entitled

**“PERCEIVED ATTRIBUTES OF AUTOMATED TELLER MACHINES AND
THEIR MARKETING IMPLICATIONS”**

has been prepared as approved by this department in the prescribed format of Faculty
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Viva- Voce Sheet

We have conducted the viva voce examination of the thesis presented by
Sanju Shrestha

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**“PERCEIVED ATTRIBUTES OF AUTOMATED TELLER MACHINES AND
THEIR MARKETING IMPLICATIONS”**

and found the thesis to be the original work of the student written according to the prescribed
format. We recommended the thesis to be accepted as partial fulfillment of the requirement
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Declaration

I hereby declare that this submission is my own work and that to the best of my knowledge and belief, it contains no materials previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree of a university or other institution of higher learning except where due acknowledgement is made in the acknowledgements.

Date:

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Lumbini Banijya Campus

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ABBREVIATION

ATM:	Automated Teller Machine
BOK:	Bank of Kathmandu Limited
CEFI:	Clean Energy Development Bank limited
CMBFL:	Capital Merchant Banking & Finance Ltd.
DCBL:	Development Credit Bank Limited
EBL:	<u>Everest Bank Limited</u>
EFTPOS :	Electronic Fund Transfer Point of Sale
GDBL:	Gorkha Development Bank Limited
HBL:	Himalayan Bank Limited
ISO's :	Independent Sales Organizations
LBL:	<u>Laxmi Bank Limited</u>
MBL:	<u>Machhapuchchhre Bank Limited</u>
NABIL:	Nabil Bank Limited
NBBL:	<u>Nepal Bangladesh Bank Limited</u>
NCCBL:	<u>Nepal Credit & Commerce Bank</u>
NIBL:	Nepal Investment Bank Limited
NICBL:	<u>Nepal Industrial & Commercial Bank Limited</u>
PIN:	<u>Personal</u> Identification Number
POS:	Point of Sale
RBR:	Retail Banking Research Ltd
SBL:	Siddhartha Bank Limited
SCBL:	Standard Chartered Bank Limited
SCT:	Smart Choice Technology
&:	And