

**Impact of sales Promotion on selling of Coca Cola in Kathmandu Valley.**

**A Case study on Bottlers Nepal P.Ltd.**

**Submitted by**

**Aekata Koirala**

T.U. Reg No.:7-1-218-32-97

Second Year Exam Roll No.:

Central Department of Management

Tribhuvan University

**Submitted to**

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## **Recommendation**

This is to certify that the thesis

**Submitted by:**

**Aekata Koirala**

Entitled

Impact of sales promotion on selling of Coca-Cola in Kathmandu Valley

Has been prepared as approved by this department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination

\_\_\_\_\_  
Prof. Dr.Kundan Dutta Koirala  
(Thesis Supervisor)

\_\_\_\_\_  
Prof. Dr. Balkrishna Shrestha  
(Chairperson, Research Committee)

\_\_\_\_\_  
Ajaya Prasad Dhakal  
(Head of the Department)

Date:- \_\_\_\_\_

# VIVA- VOCE SHEET

We have conducted the Viva-Vice Examination of the Thesis

**Submitted by**  
Aekata Koirala  
Entitled:

## **Impact of Sales promotion on selling of Coca-Cola in Kathmandu Valley”.**

A Case study of Bottlers Nepal Ltd. 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 Master Degree in Business Studies (M.B.S)

### Viva-Voce Committee

Head Research Department

.....

Member (Thesis Supervisor)

.....

Member (External Expert)

.....

Head, Central Department of management

.....

Date:-\_\_\_\_\_

## **DECLARATION**

I hereby declare that the thesis “Impact of Sales Promotion on sales of Coca coca in Kathmandu Valley” submitted to central department of Management TU” Kirtipur is my original work done the partial fulfillment of requirement for the master of Business Studies (MBS) under the supervision of Prof Dr. Kundan Dutta Koirala of Tribhuban University, Kirtipur.

Research  
Aekata Koirala  
Roll:233  
T.U. Regd: 7-1-218-32-97  
Central Department of Management  
Tribhuvan University

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## LIST OF ABBREVIATIONS

HO	=	Null Hypothesis
H1	=	Alternate Hypothesis
IMC	=	Integrated Marketing Communication
MGmt	=	Management
NBL	=	Nepal Bottlers Limited
TV	=	Television

