

Advertising Through Television

Impact On Consumer Behaviour In Urban Areas



By:

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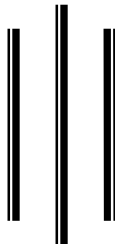
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*in partial fulfillment of the requirements for the degree of
Master of Business Studies (M.B.S.)*

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TRIBHUVAN UNIVERSITY
POST GRADUATE CAMPUS
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NEPAL

RECOMMENDATION

This is to certify that the thesis

Submitted by:
Prawesh Pokharel

Entitled:
ADVERTISING
THROUGH TELEVISION:
IMPACT ON CONSUMER BEHAVIOUR IN URBAN AREAS

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

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VIVA- VOCE SHEET

We have conducted the viva-voce examination of the thesis

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IMPACT ON CONSUMER BEHAVIOUR IN URBAN AREAS**

and found the thesis 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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DECLARATION

I hereby declare the thesis entitled "Advertising through Television: Impact on Consumer Behaviour in Urban Areas" submitted to Tribhuvan University, Faculty of Management, Post Graduate Campus, Biratnagar (Nepal) is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (M.B.S.) under the supervision of Mr. Lalmani Adhikari, Lecturer of Post Graduate Campus Biratnagar.

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QUESTIONNAIRE

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Abbreviations

Ad	:	Advertisement
B.S.	:	Bikram Sambat
i.e.	:	That is
F.M.	:	Frequency Modulation
M.B.S.	:	Masters of Business Studies
N.T.V.	:	Nepal Television
P.G.	:	Post Graduate
S.L.C.	:	School Leaving Certificate
T.V.	:	Television
W.T.O.	:	World Trade Organization