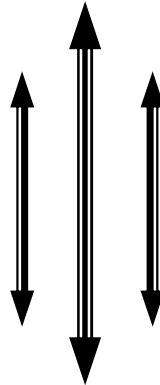
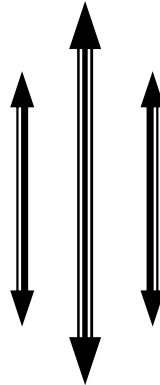


# **ISO STANDARD AND QUALITY AWARENESS IN NEPALESE CONSUMER MARKET**



**A THESIS SUBMITTED TO**  
OFFICE OF THE DEAN  
FACULTY OF MANAGEMENT  
TRIBHUVAN UNIVERSITY



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In partial fulfillment of the requirement for the Master's Degree in  
Business Studies (MBS)

Dhangadhi, Kailali

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled "International Standardization Organization (ISO) Standard and Quality Awareness In Nepalese Consumer Market" submitted to Kailali Multiple Campus, Faculty of Management Dhangadhi, Office of the Dean, Tribhuvan University, is my original work done in the form of particular fulfillment of the requirements for the Master of Business Studies under the close supervision of Assit.Prof. Padam Kanta Joshi, Kailali Multiple Campus Dhangadhi, Nepal.

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## ABBREVIATION

BIS	:	Bureau of Indian standards
BS	:	British standard
CBS	:	Central Bureau of statistics
DIS	:	Draft International standards
FDIS	:	Final Draft International standards
FIG	:	Figure
HACCP	:	Hazard Analysis and critical control point
IEC	:	International Electro technical commission
IS	:	Indian standard
ISO	:	International standardization organization
ITU	:	International Telecommunication Union
LDC	:	Least Developed countries
M.B.S.	:	Master of Business studies
NBSM	:	Nepal Bureau of standards and Meteorology
NCS	:	Nepal council for standards
NIS	:	Nepal Institute of standards
NS	:	Nepal standard
P	:	Page
QSTM	:	Quality standards Testing and Meteorology
SAFTA	:	South Asian free Trade Agreement
TQM	:	Total quality Management
UNDP	:	United Nations Development project
Vol.	:	Volume
WSC	:	World standards Co- operation
WTO	:	World Trade Organization
WWW	:	World Wide Web