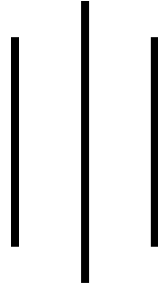


A Study on Toothpaste Marketing in Dhangadhi



Submitted By:

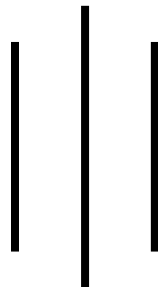
Sameer Bhandhari

T.U. Regd. No.: 7-1-327-784-97

Exam Roll No.: 1293

Kailali Multiple Campus

Dhangadhi



A Thesis Submitted To :

**Office of The Dean Faculty of Management, Tribhuvan
University, Kirtipur Kathmandu, Nepal**

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Sameer Bhandari

Entitled:

“A Study on Toothpaste Marketing in Dhangadhi”

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

Dr. Padam Raj Joshi,
(Thesis Supervisor)

Mr. Padam Kant Joshi
(Head of Research Department)

Dr. Hem Raj Pant
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

Sameer Bhandari

Entitled:

“A Study on Toothpaste Marketing in Dhangadhi ”

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 of Business Studies (M.B.S.)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

Date.....

DECLARATION

I here by declare that the work reported in this thesis entitled “**A Study on Toothpaste Marketing in Dhangadhi**” submitted to Kailali 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 Study (M.B.S.) under the supervision of Dr. Padam Raj Joshi, and Mr. Padam Kant Joshi, Assistant campus Chief of Kailali Multiple Campus.

Researcher
Sameer Bhandari

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Kailali Multiple Campus

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LIST OF ABBREVIATIONS

B.S.	Bikram Sambat
Etc.	Etcetera
F.M	Frequency Modulation
Govt.	Government
i.e.	That is
Km.	Kilometers
Ltd	Limited
MBS	Master of Business Studies
NLL	Nepal Lever Limited
NTV	Nepal Television
No.	Number
Nos.	Number of Consumers
NEPSE	Nepal Stock Exchange
Pvt.	Private
NPR	Nepalese Rupees
Sq.	Square
T.U.	Tribhuvan University
U.K.	United Kingdom
U.S.	United States
V.D.C.	Village Development Committee
WTO.	World trade organization
WBR.	World Bank Report