

Role of Advertising and its Impact on Consumer Buying Behavior



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RECOMMENDATION

This is to certify that the thesis

Submitted by:
Bina Shrestha

Entitled:
**Role of Advertising and its Impact on
Consumer Buying Behavior**

Has been prepared as approved by this department in the prescribed format
of faculty of management.

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VIVA-VOCE SHEET

We have conducted the Viva-voce examination of the thesis

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**Role of Advertising and its Impact on
Consumer Buying Behavior**

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 requirements for the degree of Master of Business Study (M.B.S.).

Viva-voce Committee

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**Role of Advertising and its Impact on Consumer Buying Behavior**" submitted to the Central Department of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master of Business study under the supervision of Dr. Narayan Krishna Pradhan of Shanker Dev Campus, Putalisadak, Kathmandu.

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(Researcher)

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ABBREVIATION

i.e.	:	That's
M.B.S.	:	Master of Business Study
FM	:	Frequency Modulation
TV	:	Television
NTV	:	Nepal Television
ATV	:	Avenues Television
STV	:	Sagarmatha Television
T.U.	:	Tribhuvan University
%	:	Percentage
etc.	:	Etcetera
B.S.	:	Bikram Sambat
A.D.	:	Ad domino
AMA	:	American Marketing Association
VAT	:	Value Added Tax
ACORAB	:	Association of Community Radio Broadcasters