

**Role of Advertising and Its Impact on Consumer
Behavior**
**(A case study of Anarmani V.D.C (Birtamode, Jhapa), with
reference to Television Advertisement)**

**A Thesis
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***In Partial Fulfillment of the requirement for the degree of
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RECOMMENDATION

This is to certify that the thesis

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Entitled

**Role of Advertising and Its Impact on Consumer Behaviour
(A case study of Anarmani V.D.C (Birtamode, Jhapa) with Reference to Television
Advertisement)**

has been prepared and approved by this department in the prescribed format of the Faculty of Management. Thesis is forwarded for examination.

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(A case study of Anarmani V.D.C (Birtamode, Jhapa) with Reference to Television
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and found the thesis to be original work of the student and written according to the prescribed format. We recommend this thesis to be accepted as partial fulfillment of the requirements of Master's Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the thesis entitled **Role of Advertising and Its Impact on Consumer Behaviour (A case study of Anarmani V.D.C (Birtamode, Jhapa) with Reference to Television Advertisement)** is submitted to Tribhuvan University, Kirtipur, Faculty of Management, is my original work done in the format of T.U. for the partial fulfillment of the Master's Degree in Business Studies (M.B.S) under the supervision and guidance of Prof. Dr. K.D Koirala of Central Department of Management, Tribhuvan University.

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