

**IMPACT OF ADVERTISEMENT ON BANKING SERVICE
(Special Reference to Commercial Banks)**

A THESIS

**Submitted To:
Office of the Dean
Faculty of Management
Tribhuvan University**

**In Partial fulfillment of the requirement of the degree of
Master of Business Studies (M.B.S.)**

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**Kirtipur, Kathmandu
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RECOMMENDATION

This is to certify that the thesis:

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Entitled

**Impact of Advertisement on Banking Service
(Special reference to Commercial Banks)**

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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**Impact of Advertisement on Banking Service
(Special reference to Commercial Banks)**

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DECLARATION

I hereby declare that the work reported in the Thesis entitled “**Impact of Advertisement on Banking Service (Special reference to Commercial Banks)**” Submitted to the Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of the Partial fulfillment of the requirement of Master of Business Studies under the supervision and guidance of **Reader Dr Bhoj Raj Aryal**, Central Department of management, Tribhuvan University.

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LIST OF ABBREVIATIONS

B.S.	:	BikramSambat
FM	:	Frequency Modulation
MHz	:	Mega Hertz
NGO	:	Non Governmental Organization
NBB	:	Nepal Bangladesh Bank
NCCB	:	Nepal Credit and Commerce Bank
NRB	:	Nepal Rastra Bank
TV	:	Television