

**A STUDY ON IMPACT OF SALES PROMOTION ON SALES
OF COLD DRINKS (COMPARATIVE STUDY OF COCA- COLA AND
PEPSI- COLA IN KATHMANDU VALLEY)**

A THESIS

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VIVA-VOCE SHEET

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

Entitled:

**A Study on Impact of Sales Promotion on sales of cold drinks
(Comparative study of Coca- Cola and Pepsi- Cola in Kathmandu Valley)**

I 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 requirements for the Master's Degree of Business Studies (MBS)

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RECOMMENDATION

**This is to certify that the thesis submitted by
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**A Study on Impact of Sales Promotion on sales of cold drinks
(Comparative study of Coca- Cola and Pepsi- Cola in Kathmandu Valley)**

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

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DECLARATION

I hereby declare that the thesis “**A Study on Impact of Sales Promotion on sales of cold drinks (Comparative study of Coca- Cola and Pepsi- Cola in Kathmandu Valley)**” submitted to Nepal Commerce Campus, the faculty of management, Tribhuvan University is my original work done for the partial fulfillment of requirements for the Master’s Degree of Business Studies (MBS) under the supervision of **DR. Sushil Bhakta Mathhema**, Head of Research Department.

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This research “**A Study on Impact of Sales Promotion on sales of cold drinks (Comparative study of Coca- Cola and Pepsi- Cola in Kathmandu Valley)**” has been prepared for the partial fulfillment of the requirements of the Master of Business studies.

This thesis is the result of my visit, consult, observation and self-evaluation. It is the collection of data and information that I know and I learnt during data collection. In this thesis, I have tried to enumerate and highlight the impact of sales promotion on Sales of Cold drinks (Comparative study of Coca- Cola and Pepsi- Cola in Kathmandu Valley)”. This thesis is not the outcome of my single labor. Many people, books, bulletins and even different sweet and sour scenes I observed directly and indirectly are the equal contributors. I warmly appreciate everyone who helps me to come out with this thesis and provided me guidelines and assistance to achieve goal.

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LIST OF ABBREVIATIONS

| | |
|----------------------|---|
| H₀ | Null hypothesis |
| H₁ | Alternate hypothesis |
| Pvt. | Private |
| Ltd. | Limited |
| Co. | Company |
| HBL | Himalayan Bank Ltd. |
| BOGOF | Buy One Get One Free |
| CRM | Customer Relationship Management |
| NCRC | National Cash Register Company |
| VBPL | Varun Beverage Pvt. Ltd. |
| NBL | Nepal Bottlers Limited |
| IMC | Integrated marketing communication |