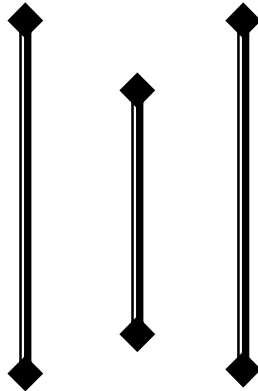


**A CASE STUDY OF THE TRUST FOR INTERNATIONAL  
BRAND IN NEPAL**



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**A Thesis Submitted to:**

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**Tribhuvan University**

In Partial Fulfillment of the Requirements for the degree of

**Master Degree in Business Studies (MBS)**

*Narayangarh, Chitwan*

*March, 2009*

# RECOMMENDATION

This is to certify that the thesis

**Submitted by**

**Binod Adhikari**

**Entitled**

**“A Case Study of the Trust for International Brand in Nepal”**

has been prepared as approved by this department in the prescribed format of the faculty of management . This is in the form as required by faculty of the management, Tribhuwan University. It is forwarded for evaluation.

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## **VIVA-VOCE SHEET**

We have conducted the VIVA-VOCE examination of the thesis

**Presented by**

**Binod Adhikari**

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**“A Case Study of the Trust for International Brand in Nepal”**

and found the thesis to be the origin work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement for Master Degree in Business Studies (MBS)

### **VIVA-VOCE COMMITTEE**

Chairperson, Research Committee : \_\_\_\_\_

Member (Thesis Advisor) : \_\_\_\_\_

Member (External Expert) : \_\_\_\_\_

Date: \_\_\_\_\_

## DECLARATION

I hereby declare that the worked reported in this thesis entitled “**A Case Study of the Trust for International Brand in Nepal**” submitted to Balkumari college, Faculty of management,T.U. is my original work done in the form of partial fulfillment for the requirement of Master's Degree in Business Studies (MBS) under the guidance and supervision of my teacher Mr. Babu Ram Panthi.

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## ABBREVIATION

MNC	-	Multi National Company
BC	-	Before Christ
AD	-	Anno Domini
BA	-	Bachelor of Arts
MA	-	Master of Arts
GDP	-	Gross Domestic Product
CA	-	Constituent Assembly
US	-	United States
USD	-	United States Dolor
FY	-	Fiscal Year
MBS	-	Master of Business Studies