CONSUMER BUYING BEHAVIOR TOWARDS MAYOS INSTANT NOODLES

(Market Study in Bharatpur Municipality)

By

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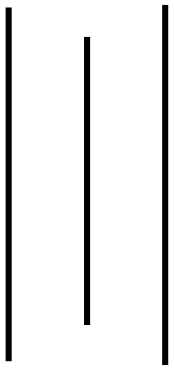
A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University



In partial fulfillment of the requirement for the degree of Master of Business Studies (MBS)

Kathmandu, Nepal

March 2011

RECOMMENDATION

This is to certify that the thesis

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CONSUMER BUYING BEHAVIOR TOWARDS MAYOS INSTANT NOODLES

(Market Study in Bharatpur Municipality)

has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

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VIVA-VOCE SHEET

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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 the requirement for the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled **"Consumer Buying Behavior Towards Mayos Instant Noodles (Market Study in Bharatpur Municipality)"** submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision **Dr. N.K. Pradhan** of Shanker Dev Campus, T.U.

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ACKNOWLEDGEMENT

This thesis entitled *"Consumer Buying Behavior Towards Mayos Instant Noodles"* has been prepared as partial requirement for the master's degree in business studies. It would have been almost impossible to complete without cooperation and help from different section of people.

In the completion of this thesis, I got the incisive and constancy guidance of many people. Many personnel kindly lent their helping hands in one way or other. It is my most sacred duty to acknowledge their kind help with my pride and delight. I express my gratitude to all those who have helped directly and indirectly in preparing my dissertation. Mostly, I would like to express my warm appreciation to my respected thesis advisor and lecturer Dr. Narayan Krishna Pradhan of Shanker Dev Campus for his scholarly and constructive guidance, remarkable suggestion and continuous supervision. His continual inspiration and encouragement help me bringing out this dissertation.

Bidya Shrestha

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ABBREVIATIONS

%	:	Percent
&	:	And
AMA	:	American Marketing Association
B.S.	:	Bikram Sambat
CBS	:	Centre Beauro of Statistic
Ed.	:	Edition
FM	:	Frequency Modulation
i.e.	:	That is
MBS	:	Master's Degree in Business Studies
No.	:	Number
p.	:	Page
TU	:	Tribhuvan University
TV	:	Television
US	:	United States
USA	:	United States of America