

**CONSUMER BEHAVIOR TOWARDS CELL-PHONE IN
BHARATPUR MUNICIPALITY WITH REFERENCE TO
NOKIA, MOTOROLA & SAMSUNG**

Thesis presented by

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Roll No. 41 - 062/064

**In the partial fulfillment of the requirements for the degree of
Master's in Business Studies (MBS)**

Narayangarh, Chitwan

April, 2010

RECOMMENDATION

This is to certify that the thesis

Submitted by

Annapurna Adhikari

Entitled

**CONSUMER BEHAVIOR TOWARDS CELL-PHONE IN BHARATPUR
MUNICIPALITY WITH REFERENCE TO NOKIA, MOTOROLA &
SAMSUNG**

has been prepared as approved by this department in the prescribed
format of faculty of management. This thesis is forwarded for evaluation.

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VIVA-VOCE SHEET

We have conducted the Viva-Voce examination of the
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and found the thesis to be the original 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)

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Date:

Annapurna Adhikari

DECLARATION

I hereby proclaim that the thesis work entitled **Consumer Behavior towards Cell-Phone in Bharatpur Municipality with Reference to Nokia, Motorola & Samsung** submitted to Balkumari College, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master's Degree of Business Studies (MBS) under the supervision of Mr. Bharat Khanal Lecture of Balkumari College, Narayangarh, Chitwan.

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LIST OF ABBREVIATIONS

%	:	Percent
&	:	And
AMA	:	American Marketing Association
B.S.	:	Bikram Sambat
CBS	:	Centre Beuro of Statistic
CP	:	Cell-Phone
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