

CUSTOMER SATISFACTION SURVEY OF NEPAL AIRLINE CORPORATION

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April, 2010

RECOMMENDATION

This is to certify that the thesis

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Customer Satisfaction Survey of Nepal Airline Corporation

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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DECLARATION

I hereby declare that the work done in thesis entitled "**Customer Satisfaction Survey of Nepal Airline Corporation**" submitted to Balkumari College, Faculty of Management, Tribhuvan University is my original work .It is done in the form of partial fulfillments of the requirement of the degree of Master of Business studies (M.B.S.) under the supervision and guidance of Mr. Mahesh Prasad Upadhyay, Lacturer of Balkumari College.

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LIST OF ABBREVIATIONS

%	:	Percent
&	:	And
AGM	:	Annual General Meeting
AMMA	:	American Marketing Management Association
B.S.	:	Bikram Sambat
CAAC	:	Civil Aviation Administration of China
CC	:	Charge Collect
DOB	:	Date of Birth
GDP	:	Gross Domestic Product
IATA	:	International Air Transport Association
MD	:	Managing Director
MKIS	:	Marketing Information System
NAC	:	Nepal Airline Corporation
NEPSE	:	Nepal Stock Exchange
NRB	:	Nepal Rastriya Bank
NTB	:	Nepal Tourism Board
R to R	:	Recruitment to Retirement
R&D	:	Research and Development
SAARC	:	South Asian Association for Regional Corporation
SITA	:	Society of International Telecommunication Associates
STOL	:	Short Take-Off and Landing
TFC	:	Taxes, Fees & Charges
TU	:	Tribhuvan University