

**ROLE OF ADVERTISING IN BRAND LOYALTY
OF COLD DRINKS**
(WITH REFERENCE TO BOTTLERS NEPAL "TERAI" LIMITED, CHITWAN)

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RECOMMENDATION

This is to certify that the thesis

Submitted by

Rita Shrestha

Entitled

Role of Advertising in Brand Loyalty of Cold Drinks

(With Reference to Bottlers Nepal "Terai" Limited, Chitwan)

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 this thesis entitled "Role of Advertising in Brand Loyalty of Cold Drinks (With Reference to Bottlers Nepal "Terai" Limited, Chitwan)" 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. Bharat Khanal, Lecturer of Balkumari College.

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ABBREVIATIONS

%	:	Percent
&	:	And
Ads	:	Advertising
AMA	:	American Marketing Association
B.S.	:	Bikram Sambat
BNTL	:	Bottlers Nepal (Terai) Limited
CBS	:	Centre Beuro of Statistic
Ed.	:	Edition
FM	:	Frequency Modulation
i.e.	:	That is
LTD	:	Limited
MBS	:	Master's Degree in Business Studies
No.	:	Number
NTV	:	Nepal Television
P.	:	Page
RNAC	:	Royal Nepal Airlines Corporation
TU	:	Tribhuvan University
US	:	United States
USA	:	United States of America