

**A STUDY ON MARKET SITUATION OF TOOTHPASTE
MARKETING IN KATHMANDU VALLEY**

By

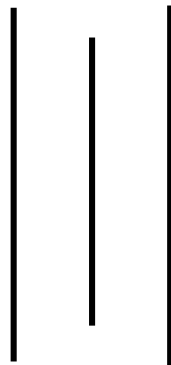
Rabindra Prasad Upadhyaya

Shanker Dev Campus

Campus Roll No.: 1885/060

T.U. Regd. No.: 35647-94

**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

April 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Rabindra Prasad Upadhyaya

Entitled:

A STUDY ON MARKET SITUATION OF TOOTHPASTE MARKETING IN KATHMANDU VALLEY

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

.....
Dr. N.K. Pradhan
(Thesis Supervisor)

.....
Prof. Bishweshor Man Shrestha
(Head, Research Department)

.....
Prof. Dr. Kamal Deep Dhakal
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

by:

Rabindra Prasad Upadhyaya

Entitled:

A STUDY ON MARKET SITUATION OF TOOTHPASTE MARKETING IN KATHMANDU VALLEY

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

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Market Situation of Toothpaste Marketing in Kathmandu Valley**” 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 of **Dr. N.K. Pradhan** of Shanker Dev Campus, T.U.

.....
Rabindra Prasad Upadhyaya

Shanker Dev Campus

Campus Roll No.: 1885/060

T.U. Regd. No.: 35647-94

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Rabindra Prasad Upadhyaya

ABBREVIATIONS

&	:	And
A.D	:	After Death
B.S.	:	BikramSambat
e.g.	:	Example
Etc.	:	Etcetera
F.M	:	Frequency Modulation
Govt.	:	Government
i.e.	:	That is
Km.	:	Kilometers
KTM	:	Kathmandu
Ltd	:	Limited
MBS	:	Master of Business Studies
NEPSE	:	Nepal Stock Exchange
NLL	:	Nepal Lever Limited
No.	:	Number
Nos.	:	Number of Consumers
NPR	:	Nepalese Rupees
NTV	:	Nepal Television
Pvt.	:	Private
SDC	:	Shanker Dev Campus
Sq.	:	Square
T.U.	:	Tribhuvan University
U.K.	:	United Kingdom
U.S.	:	United States
V.D.C.	:	Village Development Committee
WBR.	:	World Bank Report
WTO.	:	World trade organization

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