

**A STUDY ON BRAND PREFERENCE OF
INSTANT NOODLES IN NEPAL**

By

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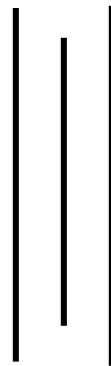
T.U. Regd. No.: 7-3-39-250-2004

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 (M.B.S)*

Kathmandu, Nepal

November, 2010

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

SANJEEB DEUJA

Entitled:

A STUDY ON BRAND PREFERENCE OF INSTANT NOODLES IN NEPAL

*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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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

Master Degree of Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in this thesis entitled "*A STUDY ON BRAND PREFERENCE OF INSTANT NOODLES IN NEPAL*", 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 Master's Degree in Business Study (M.B.S.) under the supervision of **Ishwor Lohani** of Shanker Dev Campus.

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ACKNOWLEDGEMENT

The study presented in this thesis has been completed under the kind supervision of Ishwor Lohani of Shanker Dev Campus. It is a matter of great honor and pleasure for me to express my profound gratitude for his kind supervision and valuable comments. I think, without his valuable suggestions, this study would not have got its present shape.

Moreover, I wish to acknowledge my deep sense of gratitude for Prof. Bishweshor Man Shrestha, Head of Research Department, Shanker Dev Campus, for his constructive continuous encouragement throughout the course of study.

I would also offer my sincerest word of thanks to all those personnel who have shown keen interest in responding the questionnaire, which is the base of the study. Moreover, I am highly indebted personnel of Wai Wai and Mayos Noodles for providing the valuable data.

My deepest thanks are due for my parents for their support, encouragement and believe that I could do anything that I put in my mind. I am also thankful to all my friends, who have supported me, helped me and prayed for me throughout my academic career.

Sanjeeb Deuja
Researcher

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ABBREVIATIONS

%	:	Percentage
&	:	And
CG	:	Chaudhary Group
Co.	:	Company
DS	:	Departmental Store
E-	:	Electronic
e.g.	:	Example
i.e.	:	That is
IBM	:	International Business Machine Corporation
MS. DOS	:	Microsoft Disk Operating System
No.	:	Number
T.U.	:	Tribhuvan University
U.K	:	United Kingdom
USA	:	United State of America
www	:	World Wide Web