

**CUSTOMERS EXPECTATIONS AND PERCEPTIONS
ON PRIVATE AND PUBLIC SECTOR BANKS:
A CASE OF NEPAL**

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*In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)*

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RECOMMENDATION

This is to certify that the thesis

Submitted by:

RINESH RAM SAINJU

Entitled:

**CUSTOMERS EXPECTATIONS AND PERCEPTIONS
ON PRIVATE AND PUBLIC SECTOR BANKS:
A CASE OF 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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DECLARATION

I hereby declare that the work reported in this thesis entitled “**Customers Expectations and Perceptions on Private and Public Sector Banks: A Case of 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 degree of Master of Business Studies (MBS) under the supervision of **Prof. Sneha Lata Kafle** and **Pitri Raj Adhikari** of Shanker Dev Campus, T.U.

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LIST OF ABBREVIATIONS

ATM	Automated Teller Machine
CRM	Customer Relationship Management
Etc.	Etcetera
i.e.	That is
IT	Information Technology
IU	Indiana University
NGO	Non Government Organization
NRB	Nepal Rastra Bank
POS	Point of Sale
SERVQUAL	Service Quality
SPSS	Statistical Package for the Social Sciences

Tribhuvan University
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Declaration

I hereby declare that the studies reported in this thesis entitled “Customers Expectations and Perceptions on Private and Public Sector Banks: A Case of Nepal” submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment for the requirement of Master’s Degree in Business Studies (MBS) under the supervision of respected Mdm. Snehalata Kafle and Mr. Pitri Raj Adhikari.

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I hope the possible errors would be covered by the subsequent studies in this field in the future.

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