

IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR
AND SALES OF NOODLES IN KATHMANDU VALLEY

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A THESIS

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**In partial fulfillment of the requirements for the
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VIVA- VOCE SHEET

We have conducted the Viva- Voce examination of thesis prepared by

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Entitled

Impact of Advertising on Consumer Buying Behavior and Sales of Noodles 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

the partial fulfillment of the requirement For

Master's Degree of Business Studies (MBS)

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DECLARATION

I hereby declare that the thesis “**Impact of Advertising on Consumer Buying Behavior and Sales of Noodles in Kathmandu Valley**” submitted to Makawanpur Multiple Campus, the Faculty of Management, Tribhuvan University is my original work done for the partial fulfillment of requirements for the Master's of Business Studies (M.B.S.) under the supervision of **Mr. Yam Silwal**, Campus Chief **Mr. Bachharam Adhikari**, MBS Co-ordinator **Mr. Uddhav Sapkota** and Head of Research Department **Mr. Bijay Kumar Sharma** of Makawanpur Multiple Campus.

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ABBREVIATIONS

HRM	Human Resource Management
KM	Kilometer
LTD	Limited
MBS	Master in Business Studies
MKT	Marketing
MMC	Makawanpur Multiple Campus
PVT	Private
SD	Standard Deviation
TU	Tribhuvan University
TV	Television
UK	United Kingdom
USA	United States America
%	Percentage
&	and