

# **A STUDY ON CONSUMERS BUYING BEHAVIOUR OF CUT FLOWER IN KATHMANDU**

*Submitted By:*  
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*In partial fulfillment of the requirement for the degree of Master of Business  
Studies (M.B.S.)*

**Hetauda, Makawanpur**  
**November 2010**

Date:.....

## RECOMMENDATION

This is to certify that the thesis

**Submitted by:**

**SUSHMA KHADKA**

*Entitled:*

### **A STUDY ON CONSUMERS BUYING BEHAVIOUR OF CUT FLOWER IN KATHMANDU**

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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FLOWER IN KATHMANDU**

**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 Consumers Buying Behaviour Of Cut Flower In Kathmandu” submitted to Makwanpur Multiple Campus, 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 **Mr. Yam Silwal**, Thesis Supervisor, Makawanpur Multiple Campus, Hetauda.

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Sushma Khadka

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## **Abbreviations**

### **Abbreviations**

### **Meaning**

<b>FAN</b>	<b>Floriculture Association of Nepal</b>
<b>FNCCI</b>	<b>Federation of Nepalese Chambers of Commerce and Industry</b>
<b>NGOs</b>	<b>Non Governmental Organization</b>
<b>INGOs</b>	<b>International Non Governmental Organization</b>
<b>i. e.</b>	<b>That is</b>
<b>WIF</b>	<b>Women in Floriculture</b>
<b>AEC</b>	<b>Agro Enterprise Center</b>
<b>MBS</b>	<b>Master of Business Studies</b>
<b>Ph. D.</b>	<b>Doctor of Philosophy</b>
<b>RSS</b>	<b>Rastriya Samachar Samiti</b>
<b>HRD</b>	<b>Human Resource Development</b>
<b>INR</b>	<b>Indian Currency</b>
<b>Ob</b>	<b>Observation</b>
<b>LS</b>	<b>Literature Survey</b>
<b>IDIs</b>	<b>Individuals Depth Interviews</b>
<b>AQs</b>	<b>Administered Questionnaire</b>
<b>MTV</b>	<b>Music Television</b>