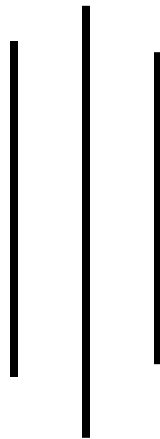


**A CASE STUDY ON THE EFFECTIVENESS OF NEPAL
TELEVISION ADVERTISEMENT ON THE CONSUMER BEHAVIOR
(With Special Reference to Noodles and Snacks of CG Food Limited)**

**A Thesis Submitted By:
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**A Thesis Submitted To:
Office of the Dean
Faculty of Management
Tribhuvan University**



***In the partial fulfillment of the requirement for the Degree of
Master of Business Studies (M.B.S)***

**Putalisadak, Kathmandu, Nepal
August, 2010**

RECOMMENDATION

This is to certify that the Thesis

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Entitled:

**A CASE STUDY ON THE EFFECTIVENESS OF NEPAL
TELEVISION ADVERTISEMENT ON THE CONSUMER BEHAVIOR
(With Special Reference to Noodles and Snacks of CG Food Limited)**

*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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Date: -

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(With Special Reference to Noodles and Snacks of CG Food Limited)**

*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's Degree of Business Studies (M.B.S.)

Viva-Voce Committee

Head, Research Department

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DECLARATION

I hereby declare that the work reported in this thesis entitled “A Case Study on the Effectiveness of Nepal Television Advertisement on the Consumer Behavior” (With Special Reference to Noodles and Snacks of CG Food (Nepal) Limited) 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 **Laxman Mohan Dhoj Joshi**, Professor of Shanker Dev Campus, Putalisadak, Kathmandu.

.....
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ACKNOWLEDGEMENTS

The purpose of this study is to fulfill the requirement of degree of Masters in Business Studies. While dealing with this research; I had to deal with many persons and organization. Many of them who had come in contact with me had wonderfully assisted me from their heart. So they all deserve a sincere gratitude for making this research a successful one.

First of all, I want to express my sincere thanks to my thesis supervisor Asso. Prof. Laxman Mohan Dhoj Joshi of Shanker Dev Campus, Putalisadak, Kathmandu who had guided me and supported me with all he can.

Similarly, I cannot stop thanking all the respondents who have provided me related data for the completion of my research. The library staffs of Shanker Dev Campus, Putalisadak, Kathmandu had also immensely helped by providing necessary materials for me, without whose support my attempt would have been just a worthless try.

Finally, all the people and my well wishers who have directly and indirectly motivated me also deserve the credit of my success. I am really indebtedness to all of your support, co-operation and encouragement.

Sharad Singh Bhandari

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ABBREVIATIONS

| | | |
|--------------|---|---|
| A.D. | = | Anno Domini |
| B.S | = | Bikram Sambat |
| CG Food Ltd. | = | Chaudhary Groups (food) Limited |
| CG TLE | = | Chaudhary Group Touching Life Every Day |
| CO. | = | Company |
| CRS | = | Corporate Social Responsibility |
| F.M | = | Frequency Modulation |
| GDP | = | Gross Domestic Product |
| GRP | = | Gross Rating Point |
| K.T.V | = | Kantipur Television |
| LTD | = | Limited |
| N.T.V | = | Nepal Television |
| NTV 2 Metro | = | Nepal Television -2 Metro |
| PVT | = | Private |
| TRP | = | Television Rating Point |
| WTO | = | World Trade Organization |