

CONSUMER BUYING BEHAVIOR ON COMPUTER
BRAND CHOICE IN POKHARA

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LIST OF ABBREVIATIONS

Rs.	= Rupees
Dr.	= Doctor (Doctor of Philosophy)
Prof.	= Professor
A.D.	= Anno Domini (in the year of Christian era)
B.C.	= Before Christ
i.e.	= That is
etc.	= Excetra (and so forth)
no.	= Number
p., pp.	= Page (s)
ed.	= edition
PC	= Personal Computer
PCs	= Personal Computers
IBM	= International Business Machine
XT	= Extended Technology
AT	= Advanced Technology
MB	= Megabytes
MHz	= Megahertz
GHz	= Gigahertz
KB	= Kilobytes
B.S.	= Bikram Sambat
NCC	= National Computer Centre
UNDP	= United Nations Development Program
NTV	= Nepal Television
T.V.	= Television
ENIAC	= Electrical Numerical Integrator And Computer
UNIVAC	= Universal Automatic Computer
US	= United States
IT	= Information Technology
CD-ROM	= Compact Disc Read- Only Memory
E-mail	= Electronic mail
E-fax	= Electronic fax
E-book	= Electronic book
CD	= Compact Disc
Pvt.	= Private
Ltd.	= Limited
MIPS	= Management Information Processing System
DSI	= Data System International
CAL	= Computer Aid Learning

CAI = Computer Aid Instruction
CAM = Computer Aided Manufacture
CAD = Computer Aided Design
CADMAT = Computer Aided Design Manufacture and Testing
ATM = Automatic Telling Machine
EFTS = Electronic Fund Transfer Systems