CONSUMER BUYING BEHAVIOR ON COMPUTER BRAND CHOICE IN POKHARA

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RECOMMENDATION

This is to certify that the thesis

Submitted by:

Surendra Pariyar

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has been prepared as approved by this Department in the prescribed format of faculty
of Management . This Thesis is forwarded for examination.

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<u>**VIVA-VOCE SHEET**</u>

We have conducted the Viva-Voce examination of the thesis

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and found the thesis to be the original work of the student and
Written according to the prescribed format .We recommend the thesis
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<u>**Vive-Voce Committee**</u>

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I am alone fully responsible for remaining errors and omissions if there are any in this thesis. I highly welcome for further suggestions and comments if any.

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Surendra Pariyar

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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