

**Consumer Behaviour**  
**With Reference to Decision making**  
**Process of Personal Car Purchase in**  
**Pokhara City**

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## RECOMMENDATION

This is to certify that the thesis:

Submitted by:

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Entitled

**Consumer Behaviour**

**With Reference to Decision Making Process of Personal Car  
Purchase in Pokhara City**

has been prepared as approved by this Department in the prescribed format of  
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# VIVA-VOCE SHEET

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 to be accepted as partial fulfillment of the requirements for degree of

**Master of Business Studies (M.B.S.)**

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Chairperson, Research Committee: .....

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Member (External expert): .....

Member: .....

Date:

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## LIST OF ABBREVIATION

%	-	Percentage
&	-	And
/hrs.	-	Per hours
1 <sup>st</sup>	-	first
B.S.	-	Bikram Sambat
Co.	-	Company
Dr.	-	Doctor
Ed.	-	Edition
etc.	-	Excetra
F	-	Female
Fig.	-	Figure
HOD.	-	Head of Department
ie.	-	Figure
INGOS	-	International Non-Government Organization
Jan.	-	January
JND	-	Just noticeable difference
Kms	-	Kilometers
M	-	Male
Max <sup>m</sup>	-	Maximum
Min.	-	Minimum
no./No.	-	Number
P <sup>0</sup>	-	Page
PP <sup>0</sup>	-	Pages
Prof.	-	Professor
Pvt. Ltd.	-	Private Limited
Rs.	-	Rupees
SPSS	-	Statistical Programme for Social Science
TU	-	Tribhuvan University
TV	-	Television
US	-	United States
USA	-	United States of America
Vol.	-	Volume
Yrs.	-	Years