

VEHICLE BUYING BEHAVIOUR IN NEPAL
(A case study on Rupandehi District)

A THESIS

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VIVA – VOCE SHEET

We have conducted the viva – voce examination of the Thesis

Submitted by:

Subbu Laxmi Tripathi

Entitled

**VEHICLE BUYING BEHAVIOUR IN NEPAL
(A case study on Rupandehi District)**

And found the Thesis to be the original work of the student written in accordance with the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master Degree of Business Studies (M.B.S.)

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RECOMMENDATION

This is to certify that the thesis

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(A case study on Rupandehi District)**

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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DECLARATION

I hereby declare that the work reported in this thesis entitled **VEHICLE BUYING BEHAVIOUR IN NEPAL (A case study on Rupandehi District)** submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Master of Business Studies (MBS) under the guidance and supervision of **Mr. Suman Kamal Parajuli** and **Mr. Laxman Raj Kandel** of Shanker Dev Campus, Tribhuvan University.

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The marketing environments of Nepal become vary much complex and complicated day by day. People have alternative choices among the competitive products. They can easily accept or reject the product offered by the producers. So the need of understanding buyer behavior is felt. On the other hand alternative products provide the opportunities to the buyer but it creates confusion that which brands best fits him/her. Therefore this thesis study is prepared blending the buying behavior of buyer and comparative study of two main brands of minibus. I hope this thesis equally benefits the buyer as well as seller of products, especially minibus.

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ABBREVIATIONS

%	Percentage
&	And
A.D.	Annodomini
B.S.	Bikram Sambat
i.e.	That is
LCV	Large Chassis Vehicle
MCV	Medium Chassis Vehicle
N/A	Not Available
SCV	Small Chassis Vehicle
WTO	World Trade Organization