

**THE IMPACT OF ADVERTISING ON CONSUMER'S ATTITUDE  
WITH SPECIAL REFERENCE TO WAI WAI INSTANT  
NOODLE AT KATHMANDU VALLEY**

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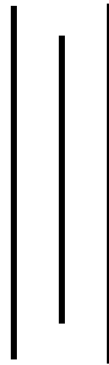
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*In partial fulfillment of the requirement for the Degree of  
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## **RECOMMENDATION**

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled **“THE IMPACT OF ADVERTISING ON CONSUMER’S ATTITUDE WITH SPECIAL REFERENCE TO WAI WAI INSTANT NOODLE AT KATHMANDU VALLEY”** 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 Degree in Business Studies (M.B.S.) under the supervision of **Dr. N.K. Pradhan** of Shanker Dev Campus.

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Researcher

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## **ABBREVIATIONS**

%	:	Percentage
Chp.	:	Cheap
Exp.	:	Expensive
FY	:	Fiscal Year
i.e.	:	That is
KTV	:	Kantipur Television
LIC	:	Life Insurance Company
No.	:	Number
NTV	:	Nepal Television
Reso.	:	Reasonable
T.V	:	Television