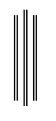
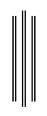
A STUDY ON "PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"



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A Thesis Submited to The Office of the Dean Faculty of Management Tribhuvan University

In partial fulfillment for the Requirement in Master's Degree in Business Studies (M.B.S) Birgunj Sep,2010

RECOMMENDATION

This is to certify that thesis Submitted by: Surendra prasad kushwaha

Entitled
"A STUDY ON PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"

Has been prepared and approved by this department in the prescribed format Faculty of Management. This thesis is forwarded for evaluation.

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Viva-Voce Sheet

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And found the thesis to be original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the Requirement for Master's Degree in Business Studies (M.B.S)

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DECLARATION

I hereby declare that the work reported in this thesis entitled "A Study on Pepsi Consumer Behaviour in Birgunj" submitted to the office of Dean, Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of partial fulfillment of the Master's degree in business Studies (MBS) under the Guidance and supervision of Dr. Deepak Shakaya, Thakur Ram Multiple Campus Birgunj, Parsa.

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Surendra Prasad Kushwaha Thakur Ram Multiple Campus Birgunj.

Date :-----

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ABBREVIATIONS

GM	-General Manager
Mkt.	-Marketing
Asst.	-Assistant
Pvt.Ltd.	-Private Limited
EPS	- Extended Problem Solving
LPS	-Limited Problem Solving
RPS	-Routine Problem Solving
T.V.	-Television
No.	-Number
GNP.	-Gross National Product
SLC	-School Leaving Certificate
Int	-Intermediate
d.f.	-Degree of freedom
Wei No.	-Weighted Number
F.M.	-Frequency Modulation
Res	-Respondents
Bus	-Business
Stu	-Student
Ser	-Service
Wei	-Weighted
R.Shop	-Retail Shop
UTC	-under the crown
CEO	-Chief of Executive Officer