

**A STUDY ON
"PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"**



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A Thesis
Submitted 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

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Entitled

"A STUDY ON PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"

Has been prepared and approved by
this department in the prescribed format Faculty of Management.
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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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ACKNOWLEDGEMENT

My heart-felt gratitude goes to my respected supervisor Dr. Deepak Shakya, Thakur Ram Multiple Campus Birgunj, T.U. for his valuable advice and perpetual inspiration through out the study period.

I would like to express my sincere thanks to lecturer Mr. Lalan Dubedy, Lecturer Mr. Suresh kushwaha, Lecturer Mr. Sanjay Shreshtha of Thakur Ram Multiple Campus. Who insisted and inspire me to write the thesis.

Finally I would like to owe and my special thanks to Mr. "*Ranjeet Kumar Kushwaha*" for the fine computer typing and printing together with all my dear friends.

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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