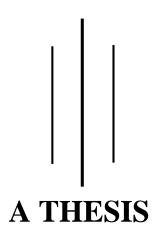
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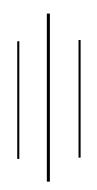
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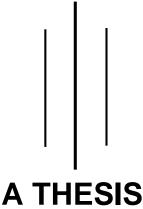
In the Partial Fulfillment of Requirement for the

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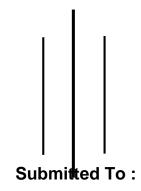
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March, 2009

RECOMMENDATION

This is to certify that the thesis

Submitted by: Madan Babu Dawadi

Entitled:

A Study on Consumers Preferences Towards Various Brands of Instant Noodles with Special Reference To Mayos

has been prepared and approved by this Department in the prescribed format of the faculty of Management.

This thesis is forwarded for examination.

(Dr. Bihari Binod Pokharel)	(Diwakar Pokharel)
Head of Research Department & Thesis Supervisor	Campus Chief
(Gopal	1 /
Thesis Su	apervisor

VIVA-VOCE SHEET

We have conducted the viva-voce examination of this thesis presented by

Madan Babu Dawadi

Entitled

A Study on Consumers Preferences Towards Various Brands of Instant Noodles with Special Reference To Mayos

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

Viva-Voce Committee

Chairperson (Viva-Voce Committee)	
Member (Thesis Supervisor)	
Member (Thesis Supervisor)	
Member (Thesis Supervisor)	
Date:	

DECLARATION

I hereby declare that the work report in this thesis entitled, A Study on Consumers Preferences Towards Various Brands of Instant Noodles with Special Reference To Mayos has submitted to Faculty of Management, Tribhuvan University is my original work. This is done in the form of partial fulfillment of the requirement for the Master Degree of the Business Studies (M.B.S.) under the supervision of Dr. Bihari Binod Pokharel and Mr. Gopal Thapa of Nepal Commerce Campus.

March, 2009	
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	Researcher

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ABBREVIATIONS

% — Percentage

1st — First

2nd — Second

ad. — Advertising

etc. — Etcetera

FM — Frequency Modulation

FMCG — Fast Moving Consumer Good

g — Gram

LIC — Life Insurance Company

mg. — Milligram

P. Ltd. — Private Limited

P. — Page

Re. — Republic

SLC — School Leaving Certificate

TV — Television

USA — United States of America

yrs. — Years