

**A STUDY ON CONSUMERS PREFERENCES  
TOWARDS VARIOUS BRANDS OF INSTANT  
NOODLES WITH SPECIAL REFERENCE  
TO MAYOS**



**A THESIS**

**Submitted By:**

**Madan Babu Dawadi**

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**T.U. Regd. No. 15348-93**

**Campus Roll No.:**

**M.B.S. Symbol No.: 1873**



**Submitted To :**

**Office of the Dean,**

**Faculty of Management**

**Tribhuvan University**

**In the Partial Fulfillment of Requirement for the**

**Master of Business Studies (M.B.S.)**

**New Baneshwor, Kathmandu**

**March, 2009**

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## **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.

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(Dr. Bihari Binod Pokharel)  
Head of Research Department  
& Thesis Supervisor

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(Diwakar Pokharel)  
Campus Chief

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(Gopal Thapa)  
Thesis Supervisor

Date: .....

# 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

.....

Madan Babu Dawadi

Researcher

Nepal Commerce Campus

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18<sup>th</sup> March, 2009

**Madan Babu Dawadi**

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## ABBREVIATIONS

%	—	Percentage
1 <sup>st</sup>	—	First
2 <sup>nd</sup>	—	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