

**MARKETING ANALYSIS OF LIFE  
INSURANCE CORPORATION (NEPAL) LIMITED  
WITH SPECIAL REFERENCE TO POKHARA BRANCH**

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## ***RECOMMENDATION***

This is to certify that the thesis:

Submitted by

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Entitled

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Life Insurance Corporation (Nepal) Limited  
With Special Reference to Pokhara Branch

*has been prepared as approved by this Department in the prescribed  
format of Faculty  
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# VIVA- VOCE SHET

We have conducted the viva-voce examination of the  
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and found the thesis to be the original work of the student and  
written according to the prescribed format. We recommend the thesis  
to be accepted as partial fulfillment of the requirements for  
Master's Degree in Business Studies (M.B.S)

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## **LIST OF ABBREVIATION**

AM	-	Arithmetic Mean
ATM	-	Automated Teller Machine
BS	-	Bikram Sambat
IEF	-	Internal Environmental Factors
EEF	-	Economical Environmental Factors
PDI	-	Political Disputes and Instability
GEF	-	Geographical Environmental Factor
SEF	-	Socio-Culture Environmental Factor
NCCB	-	Nepal Credit & Commercial Bank
DISS	-	Dissertation
DIST	-	District
GO	-	Government Organization
HMG/N-	-	His Majesty's Government of Nepal
IVRS	-	Interactive Voice response system
MMI	-	Microscope on Micro Insurance
PP	-	Payment on Premium by internet
TU	-	Tribhuwan University
T.V.	-	Television
VDC	-	Village Development Committee
LTD	-	Limited
PVT	-	Private
NLIC	-	Nepal Life Insurance Corporation Limited
NLGI	-	National Life & General Insurance Co.
Co.	-	Company
ALICO	-	American Life Insurance Company
WAN	-	Wide Area Network

LIC - Life Insurance Corporation