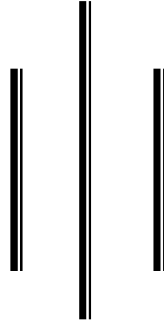
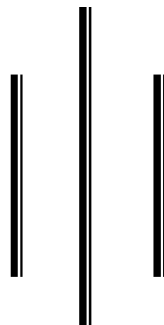


**A STUDY ON SERVICE MARKETING AND CONSUMER
BEHAVIOUR OF CELLULAR 'GSM' MOBILE PHONE IN KASKI
DISTRICT**



By:

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A Thesis

Submitted to:

**Office of the Dean
Faculty of Management
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***In Partial Fulfillment of the Requirements for the Degree of
Master of Business Studies (MBS)***

Pokhara, Nepal

April, 2009

Faculty of Management

RECOMMENDATION

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List of Abbreviations

B.S.C	=	Base station controller
B.T.S	=	Base Type Station
C.R.B.T	=	Caller Ring Back Tone
G.S.M	=	Global system for mobile communication
G.P.R.S	=	General Packet Radio Service
H.M.G/N	=	His majesty's Government / Nepal.
I.N.T.E.L.S.A.T	=	International Tele Communication Satellite
I.S.D	=	International Subscribers Dialing
I.T.U	=	International Tele communication Union.
M.A.R.T.S	=	Multi Access Radio Telephone/ Terminal System.
M.I.S.	=	Management Information System
M.S.C	=	Mobile Switching Center
M.T.L	=	Micro Wave Transmission Link.
N.S.D	=	New Service Department
N.T.A	=	Nepal Tele-communication Authority
N.T.C	=	Nepal Telecommunication Corporation
N.T	=	Nepal Telecom
P.C.O	=	Public Call Office.
P.S.T.N	=	Public Subscriber Telephone Network
S.T.D	=	Subscribers Trunk Dialing
T.D.C	=	Telecommunication Development Committee.
T.E.L.E.X	=	Tele- Printer Exchange.
U.H.F	=	Ultra High Frequency
U.N.D.P	=	United Nation Development Programme
U.N.O	=	United Nations Organization.
V.D.C	=	Village Development Committee
V.H.F	=	Very High Frequency
V.S.A.T	=	Very Small Aperture Transmission system
W.L.L	=	Wireless in Local Loop