

A STUDY ON IMPACT OF ADVERTISING ON BUYING BEHAVIOR

(With Reference of Noodles in the Kathmandu Valley)

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RECOMMENDATION

This is to certify that the thesis:

Submitted by

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Entitled

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(With Reference of Noodles in the Kathmandu Valley)

Has been prepared as appeared by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination

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DECLARATION

I hereby declare that the work reported in this thesis entitled **A STUDY ON IMPACT OF ADVERTISING ON BUYING BEHAVIOR (With Reference of Noodles in the Kathmandu Valley)** submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master of Business Studies under the supervision of **Mr. Laxman Mohan Dhoj Joshi**, Associate Professor of Shanker Dev Campus.

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Researcher

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ABBREVIATIONS

%	Percentage
&	and
Fig	Figure
HRM	Human Resource Management
KM	Kilometer
LTD	Limited
MBS	Master in Business Studies
MKT	Marketing
NCC	Nepal Commerce campus
No.	Number
PVT	Private
SD	Standard Deviation
TU	Tribhuvan University
TV	Television
UK	United Kingdom
USA	United States America
WTO	World Trade Organization