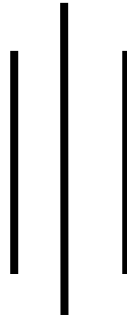
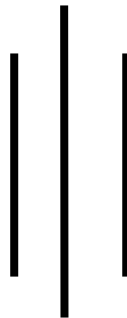


# Role of FM Radio Advertising and its Impact on Consumer Behavior

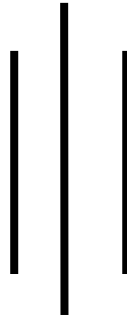


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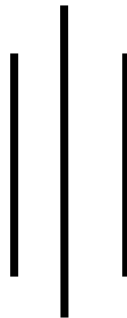


Submitted By  
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T.U. Redg. No. 18110-93  
Campus Roll No: 23/060-62  
Second Year Roll No: 1225  
May 2008

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August 2007



Tribhuvan university  
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Date:.....

## RECOMMENDATION

This is to certify that the thesis submitted by

Hari Prasad Subedi

Entitled

### Role of FM Radio Advertising and its Impact on Consumer Behavior

has been prepared as approved by this Department in the prescribed format of  
Faculty of Management. This thesis is forwarded for examination.

Supervisor

Name: Mr. Laxman Pokharel

Signature:

Head of Department

Name: .....

Signature:

Date: .....



Tribhuvan university  
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Nepalgunj

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## VIVA VOCE SHEET

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

Hari Prasad Subedi

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## Role of FM Radio Advertising and its Impact on Consumer Behavior

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 the partial fulfillment of the requirements for the Masters in Business Studies (MBS)

Viva-voce Committee:

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Member (External expert): .....

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## ABBREVIATION AND ACRONYMS

FM	Frequency Modulation
ad	Advertisement
KW	Kilowatt
RBFM	Radio Bageshowari FM
SLC	School Leaving Certificate
PCL	Proficiency Certificate Level
B.S.	Bikram Sambat
MHz	Mega Hertz
NGO	Non Governmental Organization
NEFEJ	Nepal Forum of Environmental Journalists
ACORAB	Association of Community Radio Broadcasters
A.D.	After Decade
RSS	Rastrya Samachar Samittee
TV	Television
NTV	Nepal Television
Ltd.	Limited
JS	Janmdinko Shubhakamana