

**CONSUMER BEHAVIOR WITH RESPECT TO DECISION
MAKING PROCESS OF MOTORBIKE PURCHASE IN
KATHMANDU CITY**

A THESIS

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October, 2008**

RECOMMENDATION

This is to certify that the thesis

Submitted by:
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Entitled

**Consumer Behavior With Respect to Decision Making Process of Motorbike
Purchase in Kathmandu City**

*has been prepared as approved by this department in the presented format of
faculty of management. This thesis is forwarded for examination.*

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VIVA VOCE SHEET

We have concluded the viva voce examination of the thesis presented by

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**“CONSULAR BEHAVIOUR WITH RESPECT TO DECISION MAKING PROCESS OF
MOTORBIKE PURCHASE IN KATHMANDU CITY”**

and found that the thesis to be the original work of the student and written according to prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the Masters Degree in Business Studies.

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DECLARATION

I hereby declare that the work reported in this thesis

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CONSULAR BEHAVIOUR WITH RESPECT TO DECISION MAKING PROCESS OF MOTORBIKE PURCHASE IN KATHMANDU CITY

Submitted to the Research Department of Nepal Commerce Campus, New Baneshwor, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the Masters of Business Studies (M.B.S.), under the supervision of **Dr. Bihari Binod Pokharel**, Associate Professor of Nepal Commerce Campus, Tribhuvan University.

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ABBREVIATIONS

MKT	Marketing
MBS	Master in Business Studies
No	Number
Res	Respondents
SLC	School Leaving Certificate
TU	Tribhuvan University
TV	Television
%	Percentage