

The Role of Advertisement on Consumer Behaviour  
(with Special Reference to Electronic Media)

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## VIVA – VOCE SHEET

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## DECLARATION

I hereby declare that the work reported in this thesis entitled "The Role of Advertisement on Consumer Behaviour with Special Reference to Electronic Media" Submitted to the Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of T.U. for the partial fulfillment of the Master's Degree in Business Studies (MBS) under the supervision and guidance of Dr. Deepak Shakya Reader, Thakur Ram Multiple Campus, Birgunj, Parsa (Nepal).

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## ABBREVIATION

NTV	=	Nepal Television
a TV NC	=	a Television News Channel
B.S.	=	Bikram Sambart
VAT	=	Value Added Tax
TV	=	Television
MHZ	=	Megahertz
FM	=	Frequency Modulation
SEC	=	Second
AD	=	Anno Dominne
AIBD	=	Asia Facific Institute for Broad Cast Development
SLD	=	School Living Certificate
PM	=	Post Meridian
CBS	=	Central Bream of Statistics
TU	=	Tribhuvan University
IBACPA	=	Institute of Business Administration Commerce and Public Administration
DM	=	Direct Mail
PM	=	Printed Media

