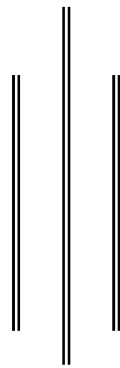


# **Customer Purchasing Process**

**on**

## **High Involvement Products**

(with special reference to motorbike market of Janakpur)



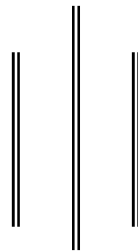
A Thesis

Submitted by:

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Roll No: 13/062 /064

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**Submitted to:**

R.R.M. Campus, Janakpur Dham

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirement for the  
Degree of Master of Business Studies (M.B.S.)

December 2009

# DECLARATION

I hereby declare that the work reported in this thesis entitled “**Customer Purchasing Process on High Involvement Products (with special reference to motorbike market of Janakpur)**” submitted to Ramswarup Ramsagar Multiple Campus (Janakpur Dham) FOM, T.U., is my original work done for the partial fulfillment of the requirement of Master of Business Studies (M.B.S.) under the supervision of Dr. Sadan Kumar Bhagat, Lecturer, T.U. Faculty of Management, RRM Campus, Janakpur Dham.

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# **RECOMMENDATION**

This is to certify that the thesis

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**Customer Purchasing Process**

**on**

**High Involvement Products**

(with special reference to motorbike market of Janakpur)

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

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(Mr. Vishnu Deo Yadav )

Chairman (Research Committee)

Date:

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(Mr. Jay Krishna Goit)

Campus Chief

Date :

## **VIVA-VOCE SHEET**

We have conducted the viva-voce examination of the thesis

Submitted by:

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Entitled

**Customer Purchasing Process**

**on**

**High Involvement Products**

**(with special reference to motorbike market of Janakpur)**

and found the thesis to be original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as a partial fulfillment for the requirement of Master's Degree in Business Studies (M.B.S.)

### **Viva-Voce Committee**

Head of Research Committee: .....

Member (Thesis Supervisor) : .....

Member (External Expert) : .....

Member : .....

Date:

## **ACKNOWLEDGEMENT**

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