

THE ROLE OF ADVERTISEMENT IN TOTAL SALES IN KATHMANDU VALLEY

(With Special Reference to Coca-Cola)

A Thesis

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VIVA-VOCE SHEET

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

Rita Kandel

Entitled

**"The Role of Advertisement in Total Sales in
Kathmandu Valley"
(With Reference to Coca-Cola)**

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 partial fulfillment of the requirement for Masters of Business Studies (M.B.S.)

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RECOMMENDATION

This is to certify that the thesis

**Submitted by
Rita Kandel**

Entitled

**“THE ROLE OF ADVERTISEMENT IN TOTAL SALES IN KATHMANDU
VALLEY”**

Has been prepared as in the form as per the fulfillment of the partial requirements for the Master’s Degree in Business Studies of the 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 "**The Role of Advertisement in Total Sales in Bagmati Zone**" with special reference to **Coca-Sola** submitted to Nepal commerce campus, faculty of management, Tribhuvan university, is my original work done in the form of partial fulfillment of the requirement for master's of business studies under the supervision of Dr. Vishnu Khanal, Associate Professor, Tribhuvan University, Nepal commerce Campus, Nepal.

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ABBREVIATIONS

A.D.	:	After death of Christ
B.S.	:	Bikram Sambat
Eg	:	Example
Etc	:	Etcetera
F.M.	:	Frequency Modulation
4Ps	:	Four Products
Govt.	:	Government
i.e.	:	That is
Km	:	Kilometer
Ktm	:	Kathmandu
Ltd	:	Limited
MBS	:	Master of Business Studies
NEPSE:		Nepal Stock Exchange
NLL	:	Nepal Lever Limited
No	:	Number
Nos	:	Number of Consumer
NTV	:	Nepal Television
Pvt.	:	Private
Rs	:	Rupees
SDC	:	Shanker Dev Campus
Sq.	:	Square
T.U.	:	Tribhuvan University
U.K.	:	United Kingdom
U.S.	:	United States
VDC	:	Village Development committee
WTO	:	World Trade Organization
WBR	:	World Bank Report