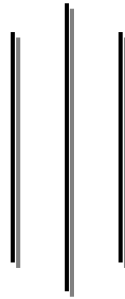


**Marketing Analysis of Nobel Dairy Products Pvt. Ltd,  
Biratnagar**



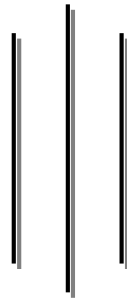
**A Thesis**

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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)

April, 2010

## DECLARATION

I hereby declare that the work reported in this thesis entitled "Marketing Analysis of Nobel Dairy Products Pvt. Ltd, Biratnagar" submitted to Ramswarup Ramsagar Multiple Campus (Janakpur Dham), F.O.M., T.U. is my original work done for the partial fulfillment of the requirement of Master of Business Studies (MBS) under the supervision of Dr. Sadan Kumar Bhagat, Lecturer, T.U. Faculty of Management, R.R.M. Campus, Janakpur Dham.

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## **RECOMMENDATION**

This is to certify that the thesis

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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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(Dr. Sadan Kumar Bhagat)

Thesis Supervisor

Date:.....

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(Mr. Jugeshwar Sah)

Chairman (Research Committee)

Date:.....

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(Mr. Vishnu Dev Yadav)

Campus Chief

Date:.....

## VIVA- VOCE SHEET

We have conducted the viva-voce examination of the thesis

Submitted by:

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Entitled

Marketing Analysis of Nobel Dairy Products Pvt. Ltd., Biratnagar

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**

The thesis entitled "Marketing Analysis of Nobel Dairy Products Pvt. Ltd, Biratnagar" has been divided into five chapters with the introduction of study in the first part, which gives simple description about Nobel Dairy Products P. Ltd., and objectives, importance, organization and limitation of the study. The second and third parts present the review of literature and the methodology adopted in the study while the fourth and fifth parts cover analysis and interpretation of data and summary, conclusion & recommendation respectively.

I hope the suggestion and recommendation given in this thesis will go a long way in improving the Marketing Analysis of Nobel Dairy Products P. Ltd. and the study will be helpful to the future researcher also.

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## ABBREVIATIONS

Avg.	Average
B.S.	Bikram Sambat
DDC	Dairy Development Corporation
Fig.	Figure
FY	Fiscal Year
HMG/N	His Majesty's Government of Nepal.
HRD	Human Resource Department
Ltr.	Liter
MS	Mean Score
NA	Not Available
NDP	Nobel Dairy Products Pvt. Ltd.
No.	Number
R&D	Research and Development
Rs.	Rupees
SNF	Solid Not Fat
T.U.	Tribhuvan University

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