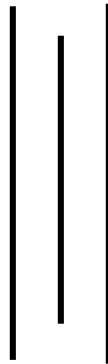


**THE EFFECTIVENESS OF PROMOTIONAL STRATEGY  
OF MOBILE SERVICE IN SOCIETY WITH SP:  
REFERENCE OF MERO MOBILE SERVICE**

**By**  
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**A Thesis Submitted to:**  
**Office of the Dean**  
**Faculty of Management**  
**Tribhuvan University**



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

**Kathmandu, Nepal**  
**January 2009**

## **RECOMMENDATION**

This is to certify that the Thesis

Submitted by:

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**THE EFFECTIVENESS OF PROMOTIONAL STRATEGY OF MOBILE  
SERVICE IN SOCIETY WITH SP: REFERENCE OF  
MERO MOBILE SERVICE**

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

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# VIVA-VOCE SHEET

We have conducted the viva –voce examination of the thesis presented

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SERVICE IN SOCIETY WITH SP: REFERENCE OF  
MERO MOBILE SERVICE**

*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 the Degree of Master's in Business Studies (M.B.S)*

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled **THE EFFECTIVENESS OF PROMOTIONAL STRATEGY OF MOBILE SERVICE IN SOCIETY WITH SP: REFERENCE OF MERO MOBILE SERVICE** submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Degree of Master's in Business Studies (M.B.S) under the supervision of **Laxman Mohan Dhoj Joshi** of Shanker Dev Campus.

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The study will be useful to further marketing students in the future.

**Mandita Ahikari**  
**Researcher**

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## ABBREVIATIONS

&	-	And
Ad	-	Advertisement
B.S	-	Bikram Sambat
E.g.	-	Example
Etc	-	Etcetera
GPRS	-	General Packet Radio Service
GSM	-	Global Service Mobile
KTM	-	Kathmandu
Ltd	-	Limited
MBS	-	Master's in Business Study
MHZ	-	Mega Hertz
MMS	-	Multimedia Messaging Service
No.	-	Number
NT	-	Nepal Telecom
PBRT	-	Personal Ring Back Tone
Pvt.	-	Private
S.L.C	-	School Leaving Certificate
T.U	-	Tribhuvan University
TV	-	Television
UTL	-	United Telecom Limited
Yrs	-	Years