

**IMPLEMENTATION OF MARKETING
STRATEGIES FOR LENDING POLICY OF NEPAL
INVESTMENT BANK LIMITED**

By

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VIVA -VOCE SHEET

We have conducted the viva-voce of the thesis

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Entitled:

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NEPAL INVESTMENT BANK LIMITED”**

And found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for

Master’s Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work done in thesis entitled “IMPLEMENTATION OF MARKETING STRATEGIES FOR LENDING POLICY OF NEPAL INVESTMENT BANK LIMITED” has been submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University, is my own created work reported in the form of partial fulfillment of the requirement of Master's of Business studies (M.B.S.) course under the guidance of respected supervisor Dr. Narayan Krishna Pradhan of Shanker Dev Campus.

Rosha Regmi Bhatta
Researcher

ACKNOWLEDGEMENT

This entitled thesis “IMPLEMENTATION OF MARKETING STRATEGIES FOR LENDING POLICY OF NEPAL INVESTMENT BANK LIMITED” has been prepared for the partial fulfillment of the requirement of Master’s Degree of Business Studies (M.B.S) under the Faculty of Management, Tribhuvan University, is based on research models involving the use of marketing aspect. Marketing should be an integral part of everything the bank does. The marketing concept is a philosophy and a frame of mind; it is also a basis for decision making and a guide for effectively managing resources. Marketing, then, is not an activity that a business undertakes; instead, it is an organizational philosophy that influences and directs all the operations of a bank or other business.

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ABBREVIATION

ADB	Agricultural Development Bank
AGM	Annual General Meeting
BOK	Bank of Kathmandu Limited
BPS	Book-value Per Share
BS	Bikram Sambat (Abbreviation of Bikram Era)
CEO	Chief Executives Officer
CV	Coefficient of Variation
DPS	Dividend per Share
EBL	Everest Bank Limited
EPS	Earning Per Share
GDP	Gross Domestic Product
HBL	Himalayan Bank Limited
G/N	Government of Nepal
IMF	International Monetary Fund
MBL	Machhapuchre Bank Limited
MPS	Market Price of Share
NABIL	Nabil Bank Limited
NBL	Nepal Bank Limited
NEPSE	Nepal Stock Exchange
NIB	Nepal Investment Bank Limited
NICB	Nepal Industrial & Commercial Bank Limited
NPV	Net Present Value
NRB	Nepal Rastra Bank
PE	Price Earnings
RBB	Rastra Banijya Bank
SBI	Nepal State Bank of India Limited
SCBNL	Standard Chartered Bank Nepal Limited
SEBO/N	Security Board of Nepal

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