

‘Consumer Role in High Involvement Products’



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RECOMMENDATION

This is to certify that the thesis

Submitted by:

Binay Kumar Shrestha

Entitled

“Consumer Role in High Involvement Products”

Has been prepared as approved by the 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-voice examination of the thesis presented by

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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 requirement for the Master Degree in Business Studies (MBS).

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DECLARATION

I hereby declare that the thesis entitled “**Consumer Role in High Involvement Products**”, submitted to the faculty of Management, Hari Khetan Multiple Campus, Tribhuvan University is my original work done in the format of T.U. for the partial fulfillment of the Master’s Degree in Business Studies (MBS) under the supervision and guidance of Dr. Alok Dutta, Lecturer of Hari Khetan Multiple Campus Birgunj, Parsa.

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.....

Binay Kumar Shrestha

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