



## **Positioning, Differentiation & Branding**

**[ GLOSSARY ]**

<b>Subject</b>	<b>:</b>	<b>Business Economics</b>
<b>Course</b>	<b>:</b>	<b>B.A., 2nd Semester, Undergraduate</b>
<b>Paper No.</b>	<b>:</b>	<b>204</b>
<b>&amp; Title</b>	<b>:</b>	<b>Mathematics for Business Economics</b>
<b>Topic No.</b>	<b>:</b>	<b>2</b>
<b>&amp; Title</b>	<b>:</b>	<b>Product and Pricing Decisions</b>
<b>Title</b>	<b>:</b>	<b>Positioning, Differentiation &amp; Branding</b>

# **credits**

## **Subject Co-ordinator**

Dr. V. Chari

Professor, S. D. School of Commerce,  
Gujarat University,  
Ahmedabad.

## **Subject Expert**

Prof. Swati Dave

Asst. Prof., J. G. College  
Ahmedabad.

## **Technical Asst. & Sound Recording**

Nandini Joshi

Smita Bhatt

## **Editor**

Akash Choudhary

## **Multimedia**

Gaurang Sondarva

## **Camera**

Mukesh Soni

## **Technician**

Mukesh Soni

**Helper**

Ambalal Thakore

Ishwar Maratha

Jagdish Jadeja

**Graphic Artists**

Dilip Dave

Akash Choudhary

**Production Assistant & Editing Concept**

Mukesh Soni

**Producer**

Dinesh Goswami

## **GLOSSARY**

- Positioning: Placing the product in consumers mind set
- Attribute Positioning: Positioning based on size or number
- Differentiation: Giving something unique to the consumers
- Branding: Giving name or identity to the product
- Service Differentiation: Offering distinguished services to the customers
- as compared to the competitors
- Personnel Differentiation: Companies gain competitive advantage
- by adopting best employees

- Image Differentiation: Company differentiates itself from the competitors through its image
- Brand equity: preference of one brand over other
- Cobranding: giving brand name by combining two brand names
- Channel differentiation: Company gives unique product to the customer by designing unique distribution channel.