

# Positioning, Differentiation & Branding

[Summary]

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

## 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

#### <u>Editor</u>

Akash Choudhary

#### <u>Multimedia</u>

Gaurang Sondarva

#### <u>Camera</u>

Mukesh Soni

#### <u>Technician</u>

Mukesh Soni

### <u>Helper</u>

Ambalal Thakore Ishwar Maratha Jagdish Jadeja

#### Graphic Artists

Dilip Dave Akash Choudhary

#### **Production Assistant & Editing Concept**

Mukesh Soni

#### **Producer**

Dinesh Goswami

## **SUMMARY**

To understand dynamics regarding the heredity, linkage is potential enough to understand the phenomena of similarity and variation in individuals as well among various populations. In linkage there are two such phases as coupling and repulsion due to arrangements of alleles on the homologous chromosome. Moreover, on the bases of phenomenon known as crossing over linkage is divided into two types like complete and incomplete types of linkages. A term "linkage group" is also assign for linked or nearer genes present on the same chromosome and tend to move together. Furthermore a linkage mapping or genetic mapping; is a map of a species or individual that shows the position of its known genes or genetic markers relative to each other in terms of recombination frequency, rather than a specific physical distance along each chromosome. In sum, the phenomenon of linkage is very well responsible for reducing the possibility of variations among individuals unless crossing over occurs during cell division.