

**POLYCET – 2014**Hall Ticket Number

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Signature of the Candidate

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Time : 2 Hours**Total Marks : 120****Note :** Before answering the questions, read carefully the instructions given on the OMR sheet

ప్రశ్నలకు జవాబులు ప్రాయోగికము ముందు OMR జవాబు పత్రములో జన్యపరిచిన సూచనలను జాగ్రత్తగా చదవండి.

SECTION - I : MATHEMATICS

1. In a triangle ABC , $\angle A = 90^\circ$, $\overline{AD} \perp \overline{BC}$, if $AC = 10\sqrt{3}$, $BD = 5$, $DC = x$, then the value of x is
 ABC త్రిభుజములో $\angle A = 90^\circ$, $\overline{AD} \perp \overline{BC}$, $AC = 10\sqrt{3}$, $BD = 5$, $DC = x$ అయితే x విలువ =
- (1) 15 (2) 10 (3) 20 (4) $5\sqrt{3}$

2. If $(1, 2)$, $(-1, 4)$ and $(7, -k)$ are collinear, then $k =$
 $(1, 2)$, $(-1, 4)$ మరియు $(7, -k)$ లు సరేఖీయాలయితే k విలువ =
- (1) 1 (2) -1 (3) 2 (4) 4

3. The slope of the line which makes $\frac{3\pi}{4}$ with the +ve direction of x -axis is

x - అక్షమంతో $\frac{3\pi}{4}$ కోణము చేసే సరేఖయే వాలు =

- (1) 1 (2) -1 (3) 2 (4) 3

4. The nature of the lines $7x + 5y + 6 = 0$ and $5x - 7y + 6 = 0$ is
 $7x + 5y + 6 = 0$ మరియు $5x - 7y + 6 = 0$ రేఖలు

- (1) parallel. (2) concurrent
 సమాంతరాలు ఘాతక రేఖలు
 (3) perpendicular (4) None
 లంబ రేఖలు ఏదీ కాదు

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web aug 7 2017 this paper aims to empirically test the relationships between brand concepts and brand equity while exploring the mediating roles of emotional attachment and customer commitment the research investigates the effect of brand concept on the customer brand relationship and brand performance

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web jun 15 2023 what is brand equity brand equity refers to a company s visibility and reputation in the marketplace and consumers view of the brand building positive brand equity can make it possible for businesses to gain market share increase profit margin extend your product line and introduce new products easily charge premium prices

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web this article assumes that brands should be managed as valuable long term corporate assets it is proposed that for a true brand asset mindset to be achieved the relationship between brand loyalty and brand value needs to be recognised within the management accounting system it is also suggested that strategic brand management is achieved by

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web mar 10 2018 from some previous definitions it can be concluded that brand equity is an added value of a product or service that is built from some dimensions such as brand awareness brand loyalty perceived