

## **Abbreviations**

<b>Abbreviations</b>	<b>Full Form</b>
BE	Brand Equity
CBBE	Consumer Based Brand Equity
COU	Choice of University
OBA	Overall Brand Awareness
PA	Promotional Activities
WOM	Word of Mouth
PQS	Perceived Quality of Service
BA	Brand Awareness
BI	Brand Image
BH	Brand Heritage
HEIs	Higher Education Institutes
UGC	University Grants Commission
NIRF	National Institutional Ranking Framework
SIRF	State Institutional Ranking Framework
NAAC	National Assessment and Accreditation Council
AICTE	All India Council for Technical Education
NEP	National Education Policy
MHRD	Ministry of Human Resource Development
AQ	Administrative Quality
PEQ	Physical Environment Quality
CEQ	Core Educational Quality
SFQ	Support Facilities Quality
TQ	Transformative Quality
MSU	The Maharaja Sayajirao University
VNSGU	Veer Narmad South Gujarat University
SPU	Sardar Patel University