

NATIONAL LAW UNIVERSITY JODHPUR

End Term Examination August-December, 2025

Semester: UG IX

Subject: Marketing for Startups (Optional Subject)

Time: Three Hours

Marks: 100

Instructions:

1. Attempt any five questions
2. Each question carry equal marks
3. Adhere to the rules of Examination Hall

Q1). Analyse the role of industry analysis in shaping startup strategy. Discuss how market size, growth trends, customer segments, regulatory factors, and technological shifts influence opportunity identification and business model development for new ventures. (Marks 20)

Q2). boAt, one of India's fastest-growing consumer electronics startups, has built a strong brand identity through storytelling centered on youth culture, self-expression, and an aspirational lifestyle. Through campaigns featuring "boAtheads," celebrity endorsements, and narratives highlighting durability, affordability, and style, the brand has created a deep emotional connection with India's young consumers. Its strategic positioning as a homegrown, fashion-forward audio and wearables brand has shaped customer perception and built strong brand loyalty in a crowded market.

Discuss how boAt's storytelling, emotional appeal, and strategic brand positioning shape customer perception and contribute to its sustained competitive advantage in India's audio and wearables industry. Further, explain why these branding elements remain effective in differentiating boAt amid rising competition from global brands such as JBL, Samsung, and OnePlus, as well as emerging Indian electronic brands. (Marks 20)

Q3). Paytm uses large-scale digital campaigns, app notifications, and email outreach to acquire new users. During a compliance review, the company identifies concerns related to consent mechanisms, data storage, and opt-out procedures, especially after expanding into financial services.

Suggest how Paytm can redesign its data collection and email marketing practices to ensure compliance with data protection laws. Explain how legally compliant and ethical data handling impacts customer trust, retention, and brand credibility in fintech markets.

(Marks 20)

Q4). Explain how referral marketing helps in acquiring customers for the startups. (Marks 20)

Q5). "Cost of acquiring new customers is higher than retaining the existing ones." Startups are mindful of marketing promotions and customer service to ensure that their customers are

retained. What are the suitable strategies for startups to retain customers and avoid customer churn? (Marks 20)

Q6). Write short notes on the following:

- a) Significance of budgeting for marketing campaigns
- b) Crowdfunding mistakes for a startup

(Marks 10+10=20)