

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). Discuss the importance of competitor analysis in strategic decision-making for startups. Explain how studying direct, indirect, and emerging competitors helps firms assess competitive advantage, positioning strategies, market gaps, and potential threats in a dynamic business environment. (Marks 20)

Q2). Explain how misleading branding claims, false advertising, and legal compliance issues affect brand credibility, customer trust, and long-term market positioning. Support your answer with relevant real time examples. (Marks 20)

Q3). Mamaearth rapidly scaled by leveraging SEO-rich content, influencer collaborations, and strong social media storytelling around toxin-free products. Despite growing competition in the beauty and personal care market, the brand consistently uses keyword optimization, Instagram reels, and mom-influencer networks to strengthen engagement.

Discuss how SEO and influencer-driven social media strategies contribute to Mamaearth's visibility, customer trust, and acquisition. Evaluate why combining organic search optimization with influencer marketing has been effective for the brand's growth. (Marks 20)

Q4). Elaborate on sales funnel development for growth hacking of startup. (Marks 20)

Q5). Write short notes on the following:

- a) Startup strategies for handling customer disputes
 - b) Ideal refund policies for startups
- (Marks 10+10=20)

Q6). What are the common mistakes to avoid while pitching the startup to investors?

(Marks 20)