

Q1. Mock Marketing Strategy & Campaign Pitch

Nykaa Man

- Product: Nykaa Man targets urban male consumers with curated grooming and wellness products - skin, beard and their hair care.
- Pricing Strategy: competitive pricing with discounts, bundled offers, and loyalty programs - encouraging repeat purchases.
- Place: Omni-channel strategy - strong presence online (website/app) and pop-up events in urban centers for experiential engagement.
- Promotion: Influencer partnerships with male celebrities, educational social media content (skincare routines), and targeted YouTube tutorials. Campaigns like "#ManEnough" drive brand recall.

Hyperpure (Zomato)

- Product: Clean, fresh and traceable kitchen supplies for restaurants - emphasizing safety, direct sourcing, and reliability.
- Pricing Strategy: Volume-based, dynamic and bundled pricing for B2B clients (restaurants, hotels, caterers), maximizing savings on bulk orders.
- Place: B2B online portal with next-day delivery in major cities; logistics focused on speed and freshness.
- Promotion: Content outlining supply chain transparency, restaurants testimonials, LinkedIn campaigns for business customers, and cross-branding with Zomato/Blinkit.

Country Delight

- Product: Farm-fresh dairy, delivered daily via subscription; authentic taste and assurance are elevated through direct farm to home supply chains.
- Pricing Strategy: Moderate premium pricing with savings through

subscription plans and bundled offerings for regular customers.

- Place: D2C via app and website, geo-targeted to metro cities for on-demand home delivery, bypassing traditional retail
- Promotion: Influencer marketing (Youtube creators), referral incentives, digital brand campaigns ("Live Better"), free trial offers.

Q2. REVENUE STREAMS OF UNICORN STARTUPS

- Zerodha: brokerage fees (primary), interest from margin funding, account maintenance charges, and premium research tool subscriptions.
- Rozopay: merchant service charges, payment gateway transaction fees, software-as-a-service (SaaS) billing, and value-added offering (payroll, financing)
- Lenskart: Direct sales (eyewear, contact lenses), omnichannel (online, offline), premium memberships, and after-sales services (warranty, repairs).

These companies diversify revenue - subscription models, transaction-based fees, and upselling premium features.

Q3. Angel Investor Funding in detail

- Overview - Angel investors are early-stage backers, usually wealthy individuals or organized networks.
- Funding stage - Most investments occur pre-seed or seed - when startups lack access to major VC funding.
- Process - Angels identify promising features (often via syndicates), perform due diligence, negotiate terms (most equity-based), and provide mentoring mentorship.

networks and strategic advice.

Impact - Startups benefit from capital infusion and expertise - faster growth, credibility and access to future funding rounds.

Q4. Use of AI in Customer Profiling & Segmentation for Retail Textile

- Data Automation - AI collects and integrates data from CRM, transactions, website/app usage, and social media to create comprehensive customer profiles.
- Segmentation - AI applies cluster analysis and supervised learning to segment textile retail customers by factors like purchase frequency, product type preference, seasonal buying patterns and behavioural trends.
- NLP/Predictive Analysis - Analyze reviews, predict churns, recommends targeted products, and dynamically adapts segments to real time shifts (trending fashion).
- Business Profit - Enhances targeted marketing, boosts conversion rates and sharpens inventory and campaign management for apparel retailers.

Q5. Process of Designing a Survey

- Define a purpose - Clearly articulate objectives and design insights - what problem is addressed, and what business decisions will be informed.
- Identify Population - Select the right sample group - ensure representativeness for actionable and reliable results.
- Design Methodology - Decide quantitative vs. qualitative, cross-sectional vs longitudinal, and mix open/closed questions for depth and clarity.
- Involve Stakeholders - Align survey content and scope with input ^{from} key stakeholders - Improves content

- Validity and buy-in.
- Pilot and Refine-Pre-test survey for clarity and bias, then optimize question sequencing and Survey delivery Method (digital / face-to-face)