

Cracking the PM interview 🚀

Questions asked at top companies in PM interviews

8 main types of questions asked in any product interview

1. Google
2. Amazon
3. Flipkart
4. Walmart
5. Zomato
6. Meesho
7. Directi
8. Paytm
9. Microsoft
10. MakeMyTrip

Google PM interview questions

1. Design a handheld device with a screen. Estimate the market size. What features will it have? What would be the right price point for it?
2. What are the key metrics you would use to measure the success of Google Sheets?
3. Design a Google Pixel tablet for restaurants.
4. How would you monetize WhatsApp?
5. How would you A/B test Google Maps?
6. Imagine yourself as a Product Manager of Google Maps. How would you improve the location accuracy? Why is it important to improve location accuracy? What could be the possible solutions? How would you rank the solutions?
7. What is your favorite physical product? Design the product by empowering it with tech. Create a launch strategy for the same?
8. Design a car parking system. Why do you think there is a need to build such a solution? What will be the launch strategy for the same - pricing, target cities, etc.? How would you estimate the number of cars coming in daily?
9. Imagine yourself as the head of YouTube. What would you change immediately? What products would you introduce? Explain the reasons for each of your decisions.
10. Estimate the daily number of calls that the call center operators at Uber would get.
11. How do you make business decisions? Tell me about a time you used data to make a decision
12. What do you look for in a good product?

Amazon PM interview questions

1. How will you launch Electrical and indoor lighting as a category (or any other category) on Amazon?
2. There has been an increase in the volume of the merchandise being returned from one of the locations. Choose one of the categories you frequently shop in and identify the problem which could lead to it?
3. What is your favourite product and what would you do to make it a better product?
4. There are three jars. One containing green balls, second containing red balls, third containing both red and green balls. Each jar is wrongly labeled. In how many attempts by withdrawing a ball can you correct the labels?
5. How would you reduce the number of returns on Amazon?
6. Amazon is considering starting Amazon.com in <country X>. What considerations would you make to determine if it's a good idea? How would you start?
7. What metrics would you use to measure success for the Amazon Echo Dot (or any other Amazon product)?
8. If you are in charge of buying decisions for varying products at Amazon, what data would you need to optimize your spends?
9. How would you improve Prime Video?
10. How much does the average Amazon buyer spend on Amazon products?

Flipkart PM interview questions

1. Assume that Flipkart owned Ekart Logistics was thinking of entering the 'courier' business. How you, as a product manager, would go about figuring this opportunity?
2. How will you design a product for an apartment complex where the apartment owners need to use certain club facilities like Gym, Garden, Book club etc.?
3. How would you measure the success of Google search results?
4. Can you give me the total number of tube lights in Bangalore?
5. How would you determine the dip in GMV of Flipkart?
6. What would you do to get sellers to sign up quickly? Take certain baseline assumptions.
7. What would be your top priority if you were working at Uber?
8. How would you make e-commerce experience more social?
9. If Flipkart wants to enter into selling jewelry, what should it do?
10. Design a movie-booking app for older people (someone who is not very tech-savvy and just started using smartphones).
11. How would you give recommendations to sellers on Flipkart?
12. How will you design a solution for Bangalore traffic?

Walmart PM interview questions

1. Design a guest checkout feature for Walmart online.
2. Estimate the number of Uber rides.
3. Identify one metric for Meta (Facebook) Marketplace that the whole team should monitor daily.
4. What is the market size of toilet paper in the US?
5. You are a PM for an e-commerce company. What are the metrics you will track as PM?
6. How would you tackle the challenge of fake reviews on platforms like Amazon and Flipkart?
7. How can Google help improve the grocery shopping experience of users?
8. If you are opening a new Walmart branch, how would you decide how many cash registers are needed for the store?

Zomato PM interview questions

1. There has been a sudden spike in partial order delivery complaints by users on Zomato. How would you solve it?
2. How would you improve the Zomato app?
3. How would you increase ratings of restaurants for dining and deliveries?
4. Does it make sense for Zomato to allow users to order from multiple restaurants in a single order? If yes, how would you implement it? If not, why?
5. Design a new feature for Zomato that could help users choose healthier dining options. Walk us through your design process.
6. How can Zomato create a monetizable data product for restaurants? Create the entire go-to-market plan for the same.
7. How would you redesign Zomato's app so that it targets business lunches?
8. What would be your approach to launching Zomato in a new country?

Meesho PM interview questions

1. What do you think is the biggest problem you face with Ola? How would you validate your solutions using A/B testing?
2. Check Meesho's landing page and share the process of getting that page to production. Identify all the stakeholders that will be involved in the process.
3. Suggest growth hacks and techniques to grow Notion from X (currently) to 2X users.
4. Understand the reselling market in India and other social commerce trends through primary and secondary research. Based on your understanding of the customers and market landscape, create a plan on how Meesho can improve the metric "Orders per Reseller per month".
5. What do you understand by a poorly designed product?
6. How would you improve user experience at Meesho?
7. If we plan to introduce new verticals, where do you think we should invest and why?
8. What is one key metric that Practo should track?

Directi PM interview questions

1. You are a PM at Flipkart and interviewer is the DB administrator. Cart abandonment in Flipkart has gone up in the last week. What data (in SQL parlance) will you ask the DB administrator to find the root cause?
2. YouTube is planning remove the option to “skip to videos” to appease advertisers. How should YouTube price this option to advertisers?
3. Design a car sharing app. Create mockups and describe the features you would want to build in it. What will be your customer acquisition strategy?
4. How much should BookMyShow bid for an AdWord that will figure as the top result in a Google search?
5. You are Product Manager of YouTube and average time spent on YouTube by a user has fallen in the last 2 weeks. How will you troubleshoot the problem.
6. You have a large product and millions of users using the product. You have a new feature coming up and you've tested it and found it to be quite effective in improving the revenue of your offering. How would you go about rolling out this product?

There are a few specific questions related to adword pricing because of the nature of the business Directi operates in. These aren't usually asked in a traditional PM interview.

Paytm PM interview questions

1. Consider yourself as the PM of Zomato. You want to launch a feature that will enable users to place multiple orders from different restaurants at one go. Define the metrics that you will track for this. Also think from monetization and delivery experience.
2. You are the Product Lead of Google Maps India. You have a revenue target of USD 300Mn to cover in a year. Looking at Smartphone penetration of India what you would do to achieve this target.
3. What is your favorite product? Why? How will you advertise it?
4. What do you like about the Paytm App? What would you want to improve in it?
5. How would you go about building a platform to onboard insurance agents?
6. Identify 3 improvement areas in your favorite product and prepare a quarterly roadmap to solve those.
7. How would you reduce Paytm's operating costs? Where do you see the greatest gains?
8. How would you investigate if the number of wallet transactions on Paytm's app suddenly decreases?

Microsoft PM interview questions

1. How would you implement the Whatsapp seen status - 'show to all except' and 'hide from all except'?
2. What Microsoft product do you use the most? What improvement would you want to make in it?
3. Design a TV remote for the elderly.
4. Develop a strategy/plan for agriculture development in India using tech.
5. Design an air traffic control schedule for an airport with one landing strip.
6. Design a social media app for the terminally ill.
7. What improvement would you want to make on Instagram?
8. Describe a challenging product decision and how you approached it?
9. What do you think is better - Microsoft Word or Google Docs? Why?
10. What is your favourite product? How would you make it better?

MakeMyTrip PM interview questions

1. What features will you add or remove from WhatsApp?
2. Design a business plan for redBus if it wants to enter the Indonesian market?
3. For any e-commerce user flow, how will you identify the points with high drop-offs? How will you fix them?
4. Design a digital video streaming service. Create the go-to-market and monetization strategy for the same.
5. Is Uber pool beneficial? If yes, how? If not, why? What are the situations when Uber pool would fail?
6. How will you measure the success of Google Pay?
7. How many units of microwave are currently being used in India? What will be the growth in microwave sales next year in India?
8. You are a PM at MakeMyTrip who has been assigned to launch a train booking facility. What will be your approach? How will you ensure maximum footfall on your platform?
9. Design a Fintech Product for Global Travelers.
10. What are the challenges faced by Netflix in India? If you are given full freedom, how will you fix these challenges?

Disclaimer

These questions have been curated from various sources either available in the public domain or by connecting with individuals who appeared for interviews at these companies.

All modules

- Types of questions asked in PM interviews
- Questions asked by various companies in PM interviews
- How to get into product management?
- Product management case studies
- Cracking the email products
- Product metrics
- And, many more!

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Thank you! 