**Birla Institute of Technology & Science, Pilani**

**Work Integrated Learning Programmes Division**

**First Semester 2022-2023**

**Mid-Semester Test (EC-2 Regular)**

Course No. : SE ZG685

Course Title : Software Product Management

Nature of Exam : Open Book

Weightage : 30%

No. of Pages = 3

No. of Questions = 4

Duration : 2 Hours

Date of Exam : 24/09/2022 (FN)

Note to Students:

1. Please follow all the *Instructions to Candidates* given on the cover page of the answer book.
2. All parts of a question should be answered consecutively. Each answer should start from a fresh page.
3. Assumptions made if any, should be stated clearly at the beginning of your answer.
4. LOANS is a micro-finance institution helps marginal business owners by providing loans – and hope – to the poorest. Being product manager/owner,
   1. Identify software product opportunities [3]
   2. Identify risks in assessment [3]
   3. How to Build-Measure-Learn and Pivot for the opportunities and risks identified above? [3]
5. XYZ 24|7 is an online platform where you have access to a wide range of services such as online pharmacy, [online doctor consultations](https://www.apollo247.com/specialties), and diagnostic [lab tests at home](https://www.apollo247.com/lab-tests). We also provide expert solutions for chronic conditions and COVID-care with a secured digital vault, where you can safely upload all your medical reports.
   1. Identify software product opportunities [3]
   2. Identify risks in assessment [3]
   3. How to Build-Measure-Learn and Pivot for the opportunities and risks identified above? [3]
6. An over-the-top (OTT) media service is a [media](https://en.wikipedia.org/wiki/Media_(communications)) service offered [directly to viewers](https://en.wikipedia.org/wiki/Direct-to-consumer) via the [Internet](https://en.wikipedia.org/wiki/Internet). OTT bypasses [cable](https://en.wikipedia.org/wiki/Cable_television), [broadcast](https://en.wikipedia.org/wiki/Broadcast_television), and [satellite television](https://en.wikipedia.org/wiki/Satellite_television) platforms, the types of companies that traditionally act as controllers or distributors of such content. Being product manager/owner,
   1. Identify software product opportunities [3]
   2. Identify risks in assessment [3]
   3. How to Build-Measure-Learn and Pivot for the opportunities and risks identified above? [3]
7. ABC is a General Insurance company, which offer Car, Two-Wheeler, Taxi and Health Insurance plans. Being product manager/owner,
   1. Describe Product-Market fit analysis [3]
   2. Provide the Story Map using Kano Model [3]
   3. Explain the Rapid Prototyping process to reach MVP [3]
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   3. Explain the Rapid Prototyping process to reach MVP [3]
10. When we are hearing the term E-Books and Digital Library everywhere, and the phone is a smartphone now, it has also changed the face of education in India. There are so many students who belong to tier-2 cities, do not have the proper resources and lack of e-books and libraries. Being product manager/owner,
    1. Identify users in the online library and e-books application [3]
    2. Provide the Critical success factors in the product [3]
    3. Fill the lean canvas board [3]
11. When we are hearing the term E-Books and Digital Library everywhere, and the phone is a smartphone now, it has also changed the face of education in India. There are so many students who belong to tier-2 cities, do not have the proper resources and lack of e-books and libraries. Being product manager/owner,
    1. Identify users in the online library and e-books application [3]
    2. Provide the Critical success factors in the product [3]
    3. Fill the lean canvas board [3]
12. When we are hearing the term E-Books and Digital Library everywhere, and the phone is a smartphone now, it has also changed the face of education in India. There are so many students who belong to tier-2 cities, do not have the proper resources and lack of e-books and libraries. Being product manager/owner,
    1. Identify users in the online library and e-books application [3]
    2. Provide the Critical success factors in the product [3]
    3. Fill the lean canvas board [3]
13. Describe the senior citizen friendly user experience model of both desktop web client and mobile application for the ecommerce booking application. [3]
14. Describe the kid friendly user experience model of both desktop web client and mobile application for the online education application. [3]
15. Describe the customer friendly user experience model of both desktop web client and mobile application for the online healthcare services booking application. [3]

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