

Product Management Question Bank

Marketing & Sales

- You are the CMO of Apple Music, how do you differentiate yourself from Spotify?
- You are the owner of a gym, how do you get more customers?
- What target audiences should Dropbox target to increase revenue?
- Create a go-to-market strategy in the U.S. market for the original Apple Watch if you were the team's product manager a month before its release back in 2015.
- Why did Facebook purchase Whatsapp when they already had their Messenger platform?
- How can Google+ get its users to add more friends to their network? How could that help G+?
- There are no Walmart stores in Brazil. What issues should Walmart evaluate before deciding whether they should attempt to break into the Brazilian market.

Product Management & Design

- How do you monetize Snapchat aside from ad revenue and Spectacles?
- How could you increase usage of Facebook Groups?
- You're the PM for Youtube Music and you notice that over the course of a week, product usage dropped 10%. What are some steps you take to figure out what went wrong?
- *Design of Everyday Things* (i.e. Design thing for product) - After an initial answer, feel free to add constraints challenging them to identify / verify customer problems + potential solutions
 - Design an alarm clock for the blind.
 - Design a grocery store for senior citizens.
 - Design a bookshelf for a kindergarten classroom.
 - Create a mobile app to help adults learn underwater basket weaving.
 - Pick an everyday kitchen product and redesign it.
- *Feature Implementation* (i.e. Come up with a new feature for product to help it gain benefit)
 - Create a feature for Yelp's mobile app that could encourage more user interaction.
 - Create a feature for Spotify's mobile app that leads to longer session time.
 - Create a feature for McDonald's mobile app to encourage more purchases per meal.

Customer Service

- What else can Amazon do with the student union at MLK?
- You're the PM of Fitbit's Charge wristband, and you're conducting interviews with customers who own the product. What questions could you ask to get actionable feedback for improving your product?
- How can Amazon convince their users to write more product reviews and ratings?
- Gamestop is experiencing a large amount of demand for a new Nintendo console. What should Gamestop do when customers come to a store that is out of stock?
- You're the manager of a produce (fruits + veggies) company. Recently, your company's Romaine lettuce has been discovered to have E. Coli. bacteria. Describe how you'd resolve the backlash and requests for refunds from the people you supply your produce to.

Miscellaneous

- What is the difference between Marketing Channels vs. Marketing Messaging?
- Pretending you're a project leader, pitch a company to a potential client. Specifically, describe what a company does along with some of a company's past clients and experiences.
- Pretend you're a newly minted a company project leader. Walk through what process you'd use to find and interview potential clients.
- Assume you are a a company project leader and have to decide between three clients to consult for next semester. What would be your criteria for choosing your client?
- What is the lifetime value of a Kindle user?
- You're at a startup pitch competition when Jeff Bezos walks in and says he'll give a million dollars to the best entrepreneurial idea in the room. What is yours?
- You own a car dealership and you're going through some hard times, what costs do you cut?
- *Merger & Acquisition:* (You're company X, should you acquire company Y and why / why not?)
 - In 2017, Apple acquired Shazam, a company with software capable of telling you the name of a song being played. Why did they make this acquisition.
 - There are rumors that Twitter is currently in talks with Microsoft about being acquired. You are the VP of M&A at Facebook. Why or why not should you join acquisition talks?