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

**Work Integrated Learning Programmes Division**

**First Semester 2023-2024**

**Comprehensive Examination**

**(EC-3 Regular)**

Course No. : SE ZG685

Course Title : Software Product Management

Pattern of Exam : Typed only

Nature of Exam : Open Book

Weightage : 40%

No. of Pages = 3

# No. of Questions = 7

Duration : 2 ½ Hours

Date of Exam : 26 NOV 2023 (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.
   1. Marketing: Create Positioning and Messaging for SLICE Loans lending product. Explain in detail [5]
   2. Marketing: Create Positioning and Messaging for Freshdesk. Explain in detail [5]
   3. Marketing: Create Positioning and Messaging for ZOHO One. Explain in detail [5]
4. Business plan: Break even and profit:

A product company started by 3 friends, invested Rs.1 lakh in the B2C start-up. In the first year they assessed the product idea, built an MVP to validate the idea, and put together a team to build the product. In the second year they started selling the product to a few companies and in the third year they increased their sales to even more customers. In the first year the company did not make any profit. In the second year they made a small profit and in the third year they made even more profit. At the end of the third year they reached the break-even point.

Based on the description given above, explain how the company claims to have made profit in year 2 while the break-even was reached only at end of year 3. [5]

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1. Explain the factors that measure the success of product UrbanCompany with an example [5]
2. Explain the factors that measure the success of product TrueCaller with an example [5]
3. Explain the factors that measure the success of product JustDial with an example [5]
4. Funding a startup: Which among the following funding sources is the most common way to fund a startup at a very early stage – Angel investor funding, Venture capital funding, Bootstrapping, Bank loan, Crowdfunding? Explain why other sources of funding do not generally come into play at the very early stage? [5]
5. Funding a startup: Which among the following funding sources is the most common way to fund a non-profit philanthropic startup– Angel investor funding, Venture capital funding, Bootstrapping, Bank loan, Crowdfunding? Explain why other sources of funding do not generally come into play at the very early stage? [5]
6. Funding a startup: Which among the following funding sources is the most common way to fund a well-established organization – Angel investor funding, Venture capital funding, Bootstrapping, Bank loan, Crowdfunding? Explain why other sources of funding do not generally come into play at the very early stage? [5]
7. User Behaviour Analytics: Assume that you have carried out user behavior analytics of an online insurance delivery application software. Give examples of insights a product manager can get with respect to Feature usage, Friction points and User workflows for this product. [5]
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10. Illustrate Product Market fit layers of Swiggy [5]
11. Illustrate Product Market fit layers of Zomato [5]
12. Illustrate Product Market fit layers of Blinkit [5]
13. Explain the product functionalities and business plan and business model of Justbooks, online books rental store [10]
14. Explain the product functionalities and business plan and business model of Netmeds online pharmacy store. [10]
15. Explain the product functionalities and business plan and business model of Fuel@Call doorstep fuel delivery application [10]

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