

Amazon Leadership Principles

Every (or almost every) question that the candidate answers should be rooted in one or more of Amazon's 16 Leadership Principles:

- Customer Obsession
- Ownership
- Invent and Simplify
- Are Right, A Lot
- Learn and Be Curious
- Hire and Develop the Best
- Insist on the Highest Standards
- Think Big
- Bias for Action
- Frugality
- Earn Trust
- Dive Deep
- Have Backbone; Disagree and Commit
- Deliver Results
- Strive to be Earth's Best Employer
- Success and Scale Bring Broad Responsibility

Take for example the question “Can you tell me about a time when you influenced engineering to build a particular feature?”

The candidate can tie this into several leadership principles, such as customer obsession, earn trust, invent and simplify, and think big.

While Amazon PM interviews can take many twists and turns, they focus heavily on behavioral questions.

Amazon Behavioral PM Interview Questions

1. In layman terms, can you describe your day-to-day activities as a product manager?

2. Can you tell me about a time when you used data to influence/persuade people?

Principle: Earn trust)

3. Why should Amazon not hire you?

4. As a PM, who is your most favorite team to work with and why?

5. Can you tell me about a time when you influenced engineering to build a particular feature? *(Principle: Earn trust, customer obsession, invent and simplify, think big)*

6. Can you tell me about a time when you had a conflict with a colleague? How did you solve your disagreement? *(Principle: Have backbone; disagree and commit)*

7. How do you prioritize job responsibilities? *(Principle: Deliver results)*

8. Can you tell me a time that you were halfway to meeting your goal but had to pivot because you found the goal might not be right? *(Principle: Deliver results)*

9. How do you motivate a product team? (*Principle: Earn trust*)

10. Can you tell me about a time when you were forced to change the way you work?

(*Principle: Have backbone; disagree and commit*)

Amazon Product and Strategy Design PM Interview Questions

50. Can you design a product for Amazon to fight COVID-19?

37. What new skill sets would you roll out in Alexa? Why?

38. For a retail store, users are frequently complaining about long queues during check out. What strategy would you use to improve the experience in the short term and long term?

53. How would you determine if a specific block in your neighborhood is suitable for a new grocery store?

54. Imagine you're a PM at Amazon and you're working on a partnership with Facebook that has the goal of leveraging FB's friend network to drive Amazon sales. Walk through the lifecycle for building this integration/partnership.

72. Amazon is thinking of building a social network feature into its product. Choose either pros or cons and state your case.

58. How would you monetize Wikipedia?

61. Should Amazon offer “Amazon Prime Lite,” which offers just a few perks of Amazon Prime at a fraction of the cost? If the answer is yes, what would you include in Prime Lite, and how much should it cost?

68. You are PM at Amazon and you are asked to change the pricing for the Prime membership. How would you go about it?

69. Design a product to improve diners’ experiences at restaurants after they finish the meal.