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%
Duration   : 2 Hours
Date of Exam   : 24/09/2022 (FN)

No. of Pages   = 3
No. of Questions = 4

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.

Q.1Set. (A)   LOANS is a micro-finance institution helps marginal business owners by providing loans – and hope – to the poorest. Being product manager/owner,

(a)   Identify software product opportunities   [3]

(b)   Identify risks in assessment   [3]

(c)   How to Build-Measure-Learn and Pivot for the opportunities and risks identified above?   [3]

Q.1Set. (B)   XYZ 24|7 is an online platform where you have access to a wide range of services such as online pharmacy, online doctor consultations, and diagnostic lab tests at home. 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.

(a)   Identify software product opportunities   [3]

(b)   Identify risks in assessment   [3]

(c)   How to Build-Measure-Learn and Pivot for the opportunities and risks identified above?   [3]

Q.1Set. (C)   An over-the-top (OTT) media service is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the types of companies that traditionally act as controllers or distributors of such content. Being product manager/owner,

(a)   Identify software product opportunities   [3]

(b)   Identify risks in assessment   [3]

(c)   How to Build-Measure-Learn and Pivot for the opportunities and risks identified above?   [3]

Q.2Set. (A) ABC is a General Insurance company, which offer Car, Two-Wheeler, Taxi and Health Insurance plans. Being product manager/owner,

    (a)   Describe Product-Market fit analysis [3]

    (b)   Provide the Story Map using Kano Model [3]

    (c)   Explain the Rapid Prototyping process to reach MVP [3]

Q.2Set. (B) ABC is a General Insurance company, which offer Car, Two-Wheeler, Taxi and Health Insurance plans. Being product manager/owner,

    (a)   Describe Product-Market fit analysis [3]

    (b)   Provide the Story Map using Kano Model [3]

    (c)   Explain the Rapid Prototyping process to reach MVP [3]

Q.2Set. (C) ABC is a General Insurance company, which offer Car, Two-Wheeler, Taxi and Health Insurance plans. Being product manager/owner,

    (a)   Describe Product-Market fit analysis [3]

    (b)   Provide the Story Map using Kano Model [3]

    (c)   Explain the Rapid Prototyping process to reach MVP [3]

Q.3Set. (A) 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,

    (a)   Identify users in the online library and e-books application [3]

    (b)   Provide the Critical success factors in the product [3]
    (c)   Fill the lean canvas board [3]

Q.3Set. (B) 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,

    (a)   Identify users in the online library and e-books application [3]

    (b)   Provide the Critical success factors in the product [3]
    (c)   Fill the lean canvas board [3]

Q.3Set. (C) 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,

    (a)   Identify users in the online library and e-books application [3]

    (b)   Provide the Critical success factors in the product [3]
    (c)   Fill the lean canvas board [3]

Q.4Set. (A)   Describe the senior citizen friendly user experience model of both desktop web client and mobile application for the ecommerce booking application.   [3]

Q.4Set. (B)   Describe the kid friendly user experience model of both desktop web client and mobile application for the online education application.   [3]

Q.4Set. (C)   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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