

Birla Institute of Technology & Science, Pilani
Work Integrated Learning Programmes Division
Second Semester 2023-2024
Comprehensive Examination
(EC-3 Regular)

Course No. : SE ZG685
Course Title : Software Product Management
Nature of Exam : Open Book
Weightage : 40%
Duration : 2 ½ Hours
Date of Exam : 19 MAY 2024 (FN)

No. of Pages	= 2
No. of Questions	= 11

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. Classify the features of Microsoft Excel using Kano model. Justify the classification [3]
2. Explain the difference between optimize and pivot. Give an example of each, for a hotel reservation software. [4]
3. Explain the concept of “Platform as a Product”. Give an example of a product for this. [3]
4. Identify the activities of the Agile project described below and associate these activities with different phases of Sprint cycle.

A restaurant wanted to develop a mobile app to be used by waiters for taking orders, generating the bill, capture customer feedback, etc. An IT company was given the task of developing this software using Agile method. The IT company understood the requirements at a high level and did the estimation of effort, time and number of Sprints needed and the features to be developed in each Sprint. During each Sprint the team identified a set of features to be developed and assigned the tasks to each team member. The team members worked on the assigned tasks and monitored the progress every day during the daily scrum meeting. After the features were developed, the product was demonstrated to the restaurant staff to get their feedback. The team then met internally and discussed what went right and what challenges they faced and how they can improve the way of working in the subsequent Sprints. [4]

5. What kind of analytics is performed to understand how users use a software product? What kind of insights can be obtained from this analytics? Give examples of insights one can get from this analytics for an email software. [4]
6. A/B testing is common in B2C products such as Amazon.com. Why? [2]
7. Product lines leverage commonality between products. They have a core set of modules that are common across products and few modules that are specific to each product. However this approach sometimes leads to inefficiencies and performance issues. Give an example of this, from the case studies / profiles we discussed in the class. [2]

8. Team & People aspects: Product managers sometimes have to address resistance from different stakeholders when they have to innovate and build new products. Give an example of a Product manager who effectively handled this opposition using the Product manager profiles we discussed in the class. Describe how he / she addressed the challenge. [4]
9. Pricing: Suggest 2 pricing models each, for the following products: [4]
- i. Spotify (online music streaming service)
 - ii. Slack (Messaging and collaboration software for organizations)
10. Create a brief business plan for Spotify (music streaming software) [3]
11. Marketing:
- a) What is the difference between positioning and messaging? Give an example of positioning and messaging for Ola (Electric scooter) as an example. [4]
 - b) Explain the chasm in the Product Adoption Lifecycle that we need to cross in order to market high tech products? Give an example of how a high tech product crossed the chasm. [3]
