

Birla Institute of Technology & Science, Pilani
Work Integrated Learning Programmes Division
First Semester 2023-2024

Mid-Semester Test
(EC-2 Regular)

Course No. : SESAPZG685
Course Title : Software Product Management
Nature of Exam : Open Book
Weightage : 30%
Duration : 1.5 Hours
Date of Exam : 7OCT 2023 FN

No. of Pages	= 1
No. of Questions	= 7

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.

Q1. Which approach used by AirBnB inside – out or outside – in. Detail it out. [3]

Q2. How do you describe ID Fresh Foods from the prism of Drucker's sources of innovation? [3]

Q3. Describe the bottom 3 layers of Product Market Fit for Slack. [3]

Q4. Create a Startup Canvas and story board for an AI/ML based platform for employee recruitment that provides services like candidature suitability, capability evaluation and suitability, experience validation and continuity to name few. [3 + 3]

Q5. Define must have and performance gainers for Alibaba.com when it was in startup stage. [3]

Q6. Describe the value created by Whatsapp platform. [3]

Q7. A web based platform that integrates with Govt portals and fetch covid affected, vaccination, parents' professional information of the families of the kids. This information to be organized by sections/classes/buses/sporting units. Using sprint technique

- a. Map the usage of product [3]
- b. How to make the solution effective for 2 MVPs [3]
- c. Explain the UI for the solution [3]