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

Mid-Semester Test
(EC-2 Regular)

Course No.   : SE ZG685
Course Title   : Software Product Management
Nature of Exam   : Closed Book
Weightage   : 30%
Duration   : 2 Hours
Date of Exam   : 17/03/2024 (FN)

| No. of Pages   = 1 |
| No. of Questions = 8 |

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.1   Why product management is needed?   (2)

Q.2   Detail the various layers of product-market fit pyramid using Byju's   (5)

Q.3   What is the source of innovation and the underserved customer needs which lead to slack?   (2)

Q.4   You want to start an online HR feedback site where each company registers the feedback about the
      employee against the Aadhar which will ease the recruitment background verification. Can you
      draft a startup canvas?   (5)

Q.5   What is the approach of apple when they introduced touch pad in iphone and why?   (3)

Q.6   Describe the various phases of rapid solutioning and testing technique with example.   (5)

Q.7   Explain Kano model with AirBnB case study   (5)

Q.8   What are the design considerations for UX design with example?   (3)

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