Jeopardy Review Questions

CMSC389P: Mastering the PM Interview

Course Facilitators

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Behavioral

200 Points

1. **Framework commonly used to answer behavioral questions**
   a. S.T.A.R method

400 Points

1. **What does the acronym S.T.A.R. stand for?**

   a. Situation, Task, Action, and Result

600 Points

1. **3 out of 5 Key Stories**
   a. Leadership, Teamwork, Successes, Mistakes/Failures, and Challenges

800 Points

1. **30 Second Elevator Pitch**
   a. Start with an introduction
      i. Full name, major, year, and what your interest is in the company
   b. Summary of your experience
      i. Work experience and your strengths/skills
      ii. Essentially a summarization of your resume
   c. Discuss your interests in the company and the role
      i. Let the company know what you are looking for
      ii. Mention how you will be a good fit for the company

Product Improvement

200 Points

1. **First step in answering a product improvement question**
   a. Ask Clarifying Questions or Narrow the Scope

400 Points

1. **Term for a specific problem your user is facing (something that bothers them and needs a solution)**
   a. User Pain Points

600 Points

1. **What is the difference between a How to Improve a Product and Product Design question?**
   a. Only real difference is that you're taking an existing product and building on it and solving current user pain points

800 Points

1. **Metro Card: One great feature, one pain point, and your solution to the pain point**
   a. *Great Feature:* Rather than paying each time to get a one-day pass for the metro, can use this metro pass that saves time since you will not have to keep using the kiosks to purchase the one-day passes. Also, this is especially convenient for frequent users of the metro. They can automatically scan their card and access the metro platform, rather than waiting in long lines to purchase the one-day passes.
   b. *Pain Point:* Don't know how much money you have on card. Have to check with the kiosk; sometimes get stopped mid-way through subway turnstile gate when metro card doesn't have enough balance.
   c. *Solution:* User is notified through an app that they're running low on balance.

Estimation

200 Points

1. **Approximate population of the United States:**

      a. 300 million

400 Points

1. **Approximate area of the United States:**

      a. 3 million square miles

600 Points

1. **The steps of approaching an estimation problem are:**

      a. As always, ask your clarifying questions

      b. Start with a formula

      c. Break down each variable

      d. Calculate the numbers

      e. Conduct a sanity check

800 Points

1. **True or False: Once you reach a final calculation, you are finished with the estimation problem.**

      a. False:

          i. It's important for you to do a final sanity or gut-check of your answer and spot any possible mistakes in your calculations or formula before your interviewer does.

Analytical

200 Points

1. **Fill in the blank: Product Managers are expected to be problem solvers. Product Managers are an equivalent of the _____ in an emergency situation.**

      a. First Responders

400 Points

1. **Reason(s) we get asked analytical questions in PM interviews (how does this relate to the PM role)**

      a. This question tests your ability to understand what makes up a product, beyond the product's engineering itself (and even the nuances within engineering that may affect the product's performance).

b. In addition, mitigating risk and potential losses as a PM requires identifying a cause, which often goes hand in hand with the solution.
c. As a PM, you'll often need to:
   i. Problem-solve by discovering root causes for unexpected situations
   ii. Mitigate risks/loss for the company/product by identifying the cause
   iii. Understand the factors that might affect a product beyond the product itself
d. "Product Managers are expected to be problem solvers. They usually have the first go at a new problem encountered by the organization. They are an equivalent of the first responders in an emergency situation. Their accurate assessment of the situation is extremely crucial in the success of employees who take on the problem after them." - The UX Collective

600 Points

1. **Examples of Internal and External Causes**
   a. **Internal**
      i. Product changes
      ii. Historical trends
      iii. Poor marketing
   b. **External**
      i. Market analysis
      ii. Current events/social media

800 Points

1. **2 internal causes and 2 external causes for Twitter's # of daily retweets to drop a significant amount**
   a. **Internal**
      i. *Product Change:* The retweet feature is not a two step process that takes longer and more effort to complete.
      ii. *Poor Marketing:* There was not enough marketing on the new feature to get feedback from users before the product change was deployed.
   b. **External**
      i. *Market Analysis:* Especially after Instagram's new update with their store, people have been appreciating simpler applications. As a result, people are interested in simple interfaces and the new update complicates the once simple feature which turns users away from using it.

WTF is PM?

200 Points

1. **A Product Manager is:**
    a. "Product Managers are the people at a tech company who guide the product all the way from inception to completion — including everything from understanding and reconciling engineering tradeoffs to maintaining a firm grasp on how customers will use the product and make decisions about its purchase. The product manager defines a plan for a product that contains key choices and constraints, and sells that plan throughout their organization." - Carnegie Mellon University

400 Points

1. **Some daily tasks/responsibilities of a product manager:**
    a. "Defines the product vision, strategy, and roadmap."
    b. "Gathers, manages, and prioritizes market/customer requirements."
    c. "Acts as the customer advocate articulating the user's and/or buyer's needs."
    d. "Works closely with engineering, sales, marketing, and support to ensure business case and customer satisfaction goals are met."

600 Points

1. **What does APM and TPM stand for and how do they relate to Product Management?**
    a. **APM - Associate Product Manager**
        i. An associate product manager is an introductory role to Product Management.
        ii. Organizations typically use the associate product manager role to bring junior talent in and then train them into the product manager that they need.
    b. **TPM - Technical Product Manager**
        i. Works closely with technical/engineering teams to see through the engineering timeline.
        ii. More focused on technical and feature development rather than product strategy.

800 Points

1. **The differences between product, project, and program management**
    a. **Product Manager**

   i. "Play a strategic role setting the overall product direction."

   ii. "Focus on satisfying and anticipating users' needs."

   iii. "Responsible for generating value for their customers."

b. Program Manager

   i. "Oversee a group of dependent projects to reach the program goals."

   ii. "Focus on integrating the deliverables into the organization operation."

   iii. "Deliver benefits incrementally during the course of the initiative."

c. Project Manager

   i. "Manage the scope and are responsible for delivery, budget, resource allocation, and quality."

   ii. "Every project is a temporary endeavor, it's not a recurring task."

   iii. "Oversee and manage the development of the project by mitigating risks, and managing issues."

Lightning Round (Fun)

200 Points

1. **Sriv's and Desiree's favorite NBA player:**

  a. Michael Jordan

  b. <mark>Lebron James</mark>

  c. Kobe Bryant

  d. Kawhi Leonard

400 Points

1. **Icebreaker we did not do in this class:**

  a. Last book you read

  b. Would you rather

  c. Reverse fun fact

  d. <mark>Favorite dessert</mark>

600 Points

1. **Third co-founder of this course (first & last name):**

  a. Annie Fang

800 Points

1. **Fun question asked at the end of the in-class Jamboard activity. (Hint: first two questions were about what a PM is and what their daily tasks include)**
   a. Talents