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PRODUCT

Google Cloud

AI for Product Management Course

# Exam Study Guide

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# AI for Product Management Course Exam Study Guide

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We're excited that you're interested in making your AI for product management knowledge official!

The AI for Product Management Course explores AI's place in product management—including how to leverage AI throughout the development life cycle, best practices for building AI-powered features, and why product managers should view AI as a strategic tool, not a threat.

At this point, you've likely completed the course and are ready to take the exam. By taking and passing the exam, you'll be able to show that you've learned how product managers can utilize AI in their development practices and to build AI-powered features—and that you're ready to do the same in your own role.

This study guide provides an overview of the AI for Product Management Course exam and how to best prepare for it. The guide includes:

- ◆ Details about the exam
- ◆ Topics covered
- ◆ Tips to prepare for the exam
- ◆ Course quick guide

## EXAM DETAILS

**Format:** 25 multiple choice questions

**Time allotted:** 90 minutes

**Passing score:** 75%

**Number of attempts:** Five

**Cost:** Free, includes the course as well as the exam

**Delivery method:** Online, not proctored

**Language:** English

**Prerequisites:** None, though we highly recommend that you take the AI for Product Management Course to prepare for the exam.

## TOPICS COVERED IN THE EXAM

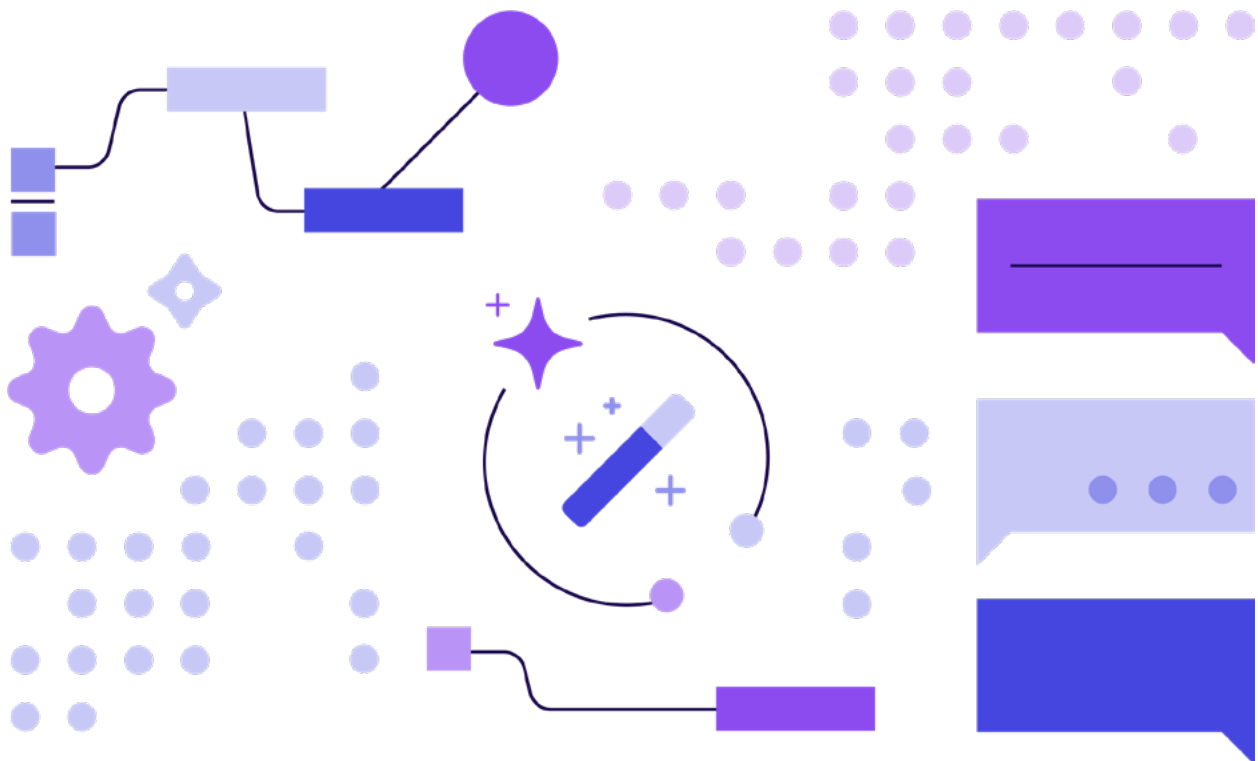
The questions on the exam align to the material covered in the AI for Product Management Course, and are similar in nature to the end-of-module quiz questions. The topics and percentage of questions per topic on the exam are outlined below.

TOPIC	% OF TOTAL EXAM
An overview of AI and product management	24%
Adapting your software strategy in the AI era	16%
AI and the product-led organization	16%
Powering product-led growth with AI	20%
Making product development smarter	24%

## TIPS TO PREPARE FOR THE EXAM

- ◆ This is an “open-book” exam, so be sure to have any notes you captured while taking the course beside you before beginning.
- ◆ The exam is timed without the ability to pause, so be sure you have a dedicated 90 minute period available before clicking “Start.”
- ◆ Make sure you have a quiet space so you can focus while taking the exam, with few distractions.
- ◆ Take your time to read exam questions carefully.
- ◆ We also ask that you please don’t cheat and don’t share exam content with others.

**Good luck on the exam!**



## COURSE QUICK GUIDE

To help you prepare for the exam, below are some definitions, concepts, and frameworks you learned in the AI for Product Management Course.

### MODULE 1: Welcome to the AI for Product Management Course

**Artificial intelligence:** The ability of a machine to perform cognitive functions we usually associate with human intelligence.

**Machine learning:** A branch of AI that focuses on the use of data and algorithms to imitate the way humans learn and gradually improve its accuracy.

**Deep learning:** A type of AI that can process a wider range of data types (e.g. images and sound) and often produces more accurate results than traditional machine learning.

**Natural language processing (NLP):** A technology that helps machines process and understand human language so that they can automatically perform repetitive tasks.

**Generative AI:** An artificial intelligence model that generates content in response to a prompt. A common type of generative AI are large language models, or LLMs, which are trained on textual data and then used to output new text.

**Two ways product managers should think about AI:**

1. As a tool to help you build your product and improve internal processes
2. As a capability you can build into your product in the form of AI-powered features

### MODULE 2: An overview of AI and product management

**AI's place in building products:**

1. Data analysis
2. Experimentation
3. Communication

**How product managers can leverage AI in their roles:**

- Analyzing quantitative usage data
- Analyzing customer feedback
- Analyzing NPS responses
- Optimizing the product roadmap
- Prioritizing which features to build
- Generating user stories and personas
- Backlog management
- Creating in-app copy

## MODULE 3: Adapting your software strategy in the AI era

### Three questions to consider when forming your AI strategy:

1. What areas of your product need to change?
2. What areas of your product will remain?
3. What completely new additions to your product are now possible?

### Four levels of AI:

- **Level 1:** There is no involvement from AI and everything is manual.
- **Level 2:** The process is still manual and driven by the human, but AI is there to assist, provide insights, and give recommendations.
- **Level 3:** AI drives the process and the human is there to fine-tune, edit, decline, and approve things.
- **Level 4:** There is no human involvement and the process is fully automated by AI, like a self-driving car.

### Why the product manager is the key to the success of AI features:

- Moving from level two to level three is a product question, not a machine learning question.
- Great AI does not necessarily equal a great product.
- In the end, the product manager controls the roadmap.

## MODULE 4: AI and the product-led organization

**Product-led organization:** A business that rallies the entire company around the product so each team can leverage it to achieve their most important outcomes.

### Six characteristics of product-led organizations:

1. Align each function around the product
2. Make decisions with data over gut feel
3. Use the product as a marketing channel
4. Have amazing onboarding
5. Help users help themselves
6. Collect and use feedback from customers

### Three benefits of AI in a product-led organization:

- Getting smarter
- Helping humans be more effective
- Improving product delivery

### **Examples of leveraging AI across a product-led organization:**

- AI and machine learning tools can better process and organize data, enabling teams to make more—and faster—data-driven decisions.
- AI can analyze user behavior in the product to identify engagement patterns and proactively suggest features or content to highlight during onboarding.
- In-product chatbots can interact with users to address pain points, offer recommendations to encourage ideal usage, and provide personalized support at scale.

## **MODULE 5: Powering product-led growth with AI**

**Product-led growth:** A go-to-market business strategy that places a company's software product at the center of the buying journey.

### **Six principles of product-led growth:**

1. Providing a free user experience
2. Delivering an “aha” moment as soon as possible
3. Committing to best-in-class usability
4. Delighting users to encourage stickiness
5. Making purchasing feel like the natural next step
6. Building in virality at every turn

### **Examples of applying AI to the six PLG principles:**

- Analyzing product usage and conversion data to identify aha moments
- Creating hyper-personalized onboarding experiences and pricing strategies
- Extracting themes from feedback to ensure you're building sticky features
- Generating in-app content to prompt users to share and collaborate

## **MODULE 6: Making product development smarter**

**Product Management Life Cycle:** A cyclical framework for how great products are built and improved.

### **Phases of the Product Management Life Cycle:**

- Phase 0: Define a Business Outcome
- Phase 1: Discover
- Phase 2: Validate
- Phase 3: Build
- Phase 4: Launch
- Phase 5: Evaluate
- Phase 6: Iterate



