

**B.Tech DEGREE EXAMINATION, NOVEMBER 2023**

Seventh Semester

**18CSE313T - PRODUCT MANAGEMENT: FUNDAMENTALS AND PRACTICAL APPLICATION***(For the candidates admitted during the academic year 2020 - 2021 & 2021 - 2022)***Note:**

- i. **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40<sup>th</sup> minute.
- ii. **Part - B** and **Part - C** should be answered in answer booklet.

**Time: 3 Hours****Max. Marks: 100****PART - A (20 × 1 = 20 Marks)**

Answer all Questions

Marks BL CO

- |  |   |   |   |
|--|---|---|---|
| 1. A method that covers a wide range of relationships  | 1 | 1 | 1 |
| (A) Market exchanges   |   |   |   |
| (B) Service failure  |   |   |   |
| (C) Relationship marketing   |   |   |   |
| (D) Shared responsibility  |   |   |   |
| 2. The extent to which a service envelops a product depends on a variety of factors  | 1 | 2 | 1 |
| (A) level of tangibility associated with the type of product incorrect   |   |   |   |
| (B) performance-value  |   |   |   |
| (C) variations in supply and demand  |   |   |   |
| (D) The way in which the service is delivered  |   |   |   |
| 3. When customers come to the service facility to be personally involved in the service delivery process   | 1 | 1 | 1 |
| (A) high-contact services  |   |   |   |
| (B) information processing services  |   |   |   |
| (C) medium-contact services  |   |   |   |
| (D) low-contact services   |   |   |   |
| 4. Our marketing mechanism is deemed successful only if  | 1 | 1 | 1 |
| (A) We get money from him  |   |   |   |
| (B) The Customer is fully satisfied by our products and services   |   |   |   |
| (C) We can sell more than our competitors  |   |   |   |
| (D) We can make more profit than our competitors   |   |   |   |
| 5. The decide phase and the team's goal would occur during the design sprint   | 1 | 1 | 2 |
| (A) Brainstorm solutions   |   |   |   |
| (B) Determine which solutions to build   |   |   |   |
| (C) Build the first iteration of a product   |   |   |   |
| (D) Decide what features are required  |   |   |   |
| 6. An illustration of equitable thinking or design   | 1 | 2 | 2 |
| (A) Creating a mobile app for all versions of iOS  |   |   |   |
| (B) Providing closed captioning and an interpreter during an online presentation   |   |   |   |
| (C) Supplying a laptop for all students  |   |   |   |
| (D) Provide printable documents for reference  |   |   |   |
| 7. If you want to understand how the current product fits into the user's day-to-day life and where it falls short, you can use this information to help identify areas of need for the redesign. what type of research methodology will be used | 1 | 1 | 2 |
| (A) Interview  |   |   |   |
| (B) Online survey  |   |   |   |
| (C) software testing   |   |   |   |
| (D) Pop-up Survey  |   |   |   |

8.	State the goal of post-launch research	1	1	2
	(A) Identify the requirement for the product.			
	(B) Define the problems the team needs to create a design solution for			
	(C) Understand how users experienced the product			
	(D) Ensure users are testing the product			
9.	A design sprint brief is a document distributed to participants by UX designers	1	1	3
	(A) to determine roles and responsibilities			
	(B) to help them prepare for the design sprint			
	(C) to display the look and feel of a product			
	(D) to provide a critique on the design			
10.	When there is a large sample size of data, a research method is best suited	1	2	3
	(A) Usability studies			
	(B) Journals			
	(C) Surveys			
	(D) Interviews			
11.	The UX tools and processes listed below demonstrate the basic structure and layout of a design without including any specific visual details	1	1	3
	(A) Drawing and sketch			
	(B) Low-fidelity designs			
	(C) High-fidelity designs			
	(D) Wireframes			
12.	User experience should focus on the experience of users who are	1	1	3
	(A) learning cloud-based technology			
	(B) Those who are about to become internet users			
	(C) in the field of AI technology			
	(D) transitioning from desktop to mobile			
13.	The command line environment described below is used to interact with	1	1	4
	(A) Git Bash			
	(B) GitHub			
	(C) Git Boot			
	(D) Git Lab			
14.	It is beneficial for obtaining a high-level overview of the project's history	1	2	4
	(A) git log --oneline			
	(B) git reset --hard			
	(C) git log --author=""			
	(D) git rebase			
15.	A command creates an empty Git repository in the directory specified	1	1	4
	(A) git reset			
	(B) git log			
	(C) git init			
	(D) git init – bare			
16.	As an Android programmer, what version of Android should you use as your minimum development target	1	1	4
	(A) Versions 1.6 or 2.0			
	(B) Versions 1.0 or 1.1			
	(C) Versions 1.2 or 1.3			
	(D) Versions 2.3 or 3.0			
17.	The following is not a current Internet limitation	1	1	5
	(A) insufficient capacity throughout the backbone			
	(B) network architecture limitations.			
	(C) insufficient reach			
	(D) best-efforts QOS			
18.	The commercially valuable area in which a company intends to operate.	1	1	5
	(A) market space			
	(B) marketplace			
	(C) perfect market			
	(D) Bertrand market			
19.	A strategy designed to compete in all global markets is	1	2	5
	(A) scope			
	(B) differentiation			
	(C) cost			
	(D) focus			
20.	It Needs to be setting standards and maintaining discipline and appointing sub-leaders according to Adair's approach	1	1	5
	(A) Work functions			
	(B) Task functions			
	(C) Individual functions			
	(D) Team functions			

**PART - B (5 × 4 = 20 Marks)**Answer **any 5** Questions

	Marks	BL	CO
21. Difference between Project, Program & Product.	4	1	1
22. Types of Entrepreneurships and describe them.	4	1	1
23. Explain User Personas and Customer Journey Mapping.	4	2	2
24. Describe Value Hypothesis and Value Proposition.	4	1	2
25. What are the differences between Low fidelity and High Fidelity framework?	4	2	3
26. Investigate the Mobile development technologies with a neat sketch.	4	2	4
27. Scrutinize the policies of Metrics thinking.	4	1	5

**PART - C (5 × 12 = 60 Marks)**Answer **all** Questions

	Marks	BL	CO
28. (a) Describe the steps involved in Lean Startup Strategy (OR) (b) Describe three product strategic tools that you use in your decision making and provide an example on how you can apply them.	12	1	1
29. (a) Explain each stage of the Design Thinking process. (OR) (b) Analyze the types of User Research Bias and the ways to avoid it in UX Design.	12	2	2
30. (a) Describe the lifecycle of the Agile SCRUM process with a neat architecture diagram. (OR) (b) Explain User Research methods and describe 5 types in primary and secondary user research methods.	12	2	3
31. (a) Interpret API's & Data tools and its properties in detail with suitable examples. (OR) (b) Interpret the architecture of a system in detail.	12	3	4
32. (a) Justify in detail about the leadership skills to be developed with real time scenario. (OR) (b) Justify the growth of Product LED in detail with a neat sketch.	12	1	5

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