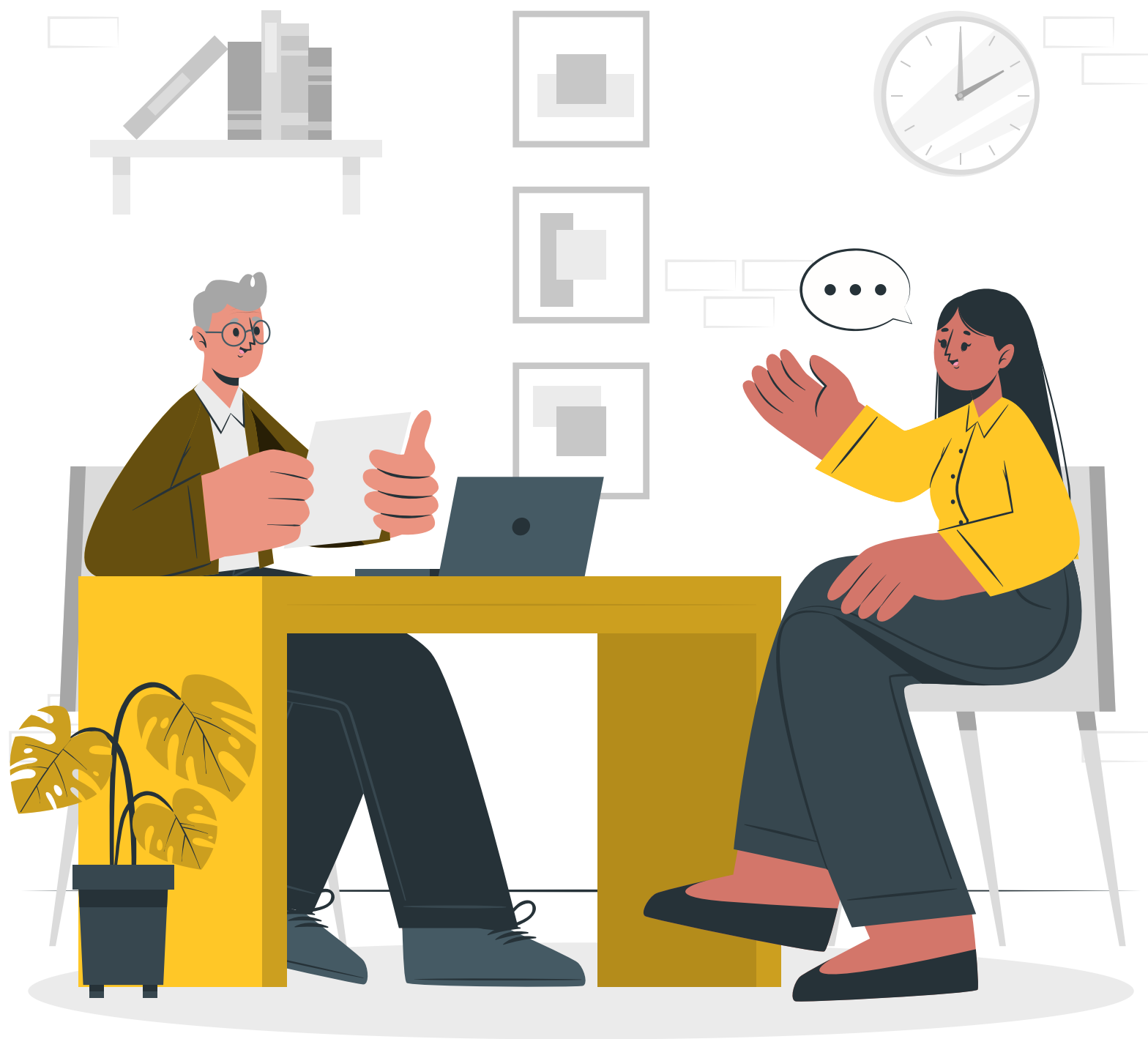# Product Management Interview Questions

100+ Must Practice Product Manager
Interview Questions for Top Companies

INTRODUCTION

Why We Wrote This Book

The concept of Product Management has been around since 1931 when P&G employee Neil H. McElroy released the infamous "Brand Men" memo. However, in recent years, the demand for Product Managers has increased significantly. With brands becoming more user-centric, companies are looking for skilled Product Managers who bring end-to-end expertise and can help develop a product that is loved by customers.

With increasing demand, Product Management is emerging as one of the most lucrative jobs today and in the long run. Realizing this shift in the industry, more and more candidates from different backgrounds and experiences are exploring a career in Product Management. We at INSAID, offer specialized Product Management certification courses that help candidates successfully transition to Product Manager roles at top companies.

A Product Manager is often referred to as the mini-CEO of a product. Being a position of responsibility, companies are quite picky while hiring a Product Manager. As a result, Product Management interviews are highly competitive and challenging. To help candidates put their best foot forward, we have compiled a list of the most commonly asked 100+ Product Management interview questions. These questions are focused on top product companies such as Google, Facebook, Uber, Microsoft, and more.

If you have a Product Manager interview coming up, these questions will help you understand the type of questions asked, practice possible questions asked in real PM interviews, and most importantly prepare your answers.

TOP 20 GOOGLE INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Google Product Manager Interview Questions

1. Estimate the number of queries answered by Google every minute.
2. What metrics would you use to measure the success of Google Hangouts?
3. How would you improve WhatsApp?
4. Guesstimate the space required to store all the data on Google Maps.
5. Which is the most important metric for Google Photos?
6. Design a new feature for Youtube
7. Design a library for Google
8. Estimate the revenue of GoogleAds
9. Design a new location sharing app for Google
10. How would you improve Google calendar?
11. Design an e-learning app for Google
12. As a Product Manager at YouTube, which metrics would you track?
13. What should Google Docs northstar metrics be?
14. Devise A/B testing for improving Google Photos
15. Estimate the revenue Google generates per day
16. How would you measure the success of Google Pixel?
17. Which is the most important metric for Google Search?
18. What should be Google's strategy for launching a TV service?
19. Design a feature to enhance accuracy of Google Maps
20. Devise a roadmap for Google Nest for the next 2 years.

TOP 10 APPLE INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Apple Product Manager Interview Questions

1. If you had to redesign the Apple App store, how would you go about it?
2. Design a new Siri
3. What metrics would you track to measure the success of iPad Pro?
4. What feature would you like to be added to the Apple watch?
5. How do you measure the success of a new feature launched in the Apple App Store?
6. Which is your favorite Apple product? How would you improve it?
7. How would you explain how RAM works to a 5-year-old?
8. Launch Apple Watch
9. How would you get more people to use Apple Card?
10. If you were given the authority to eliminate one product from Apple's portfolio, which would it be?

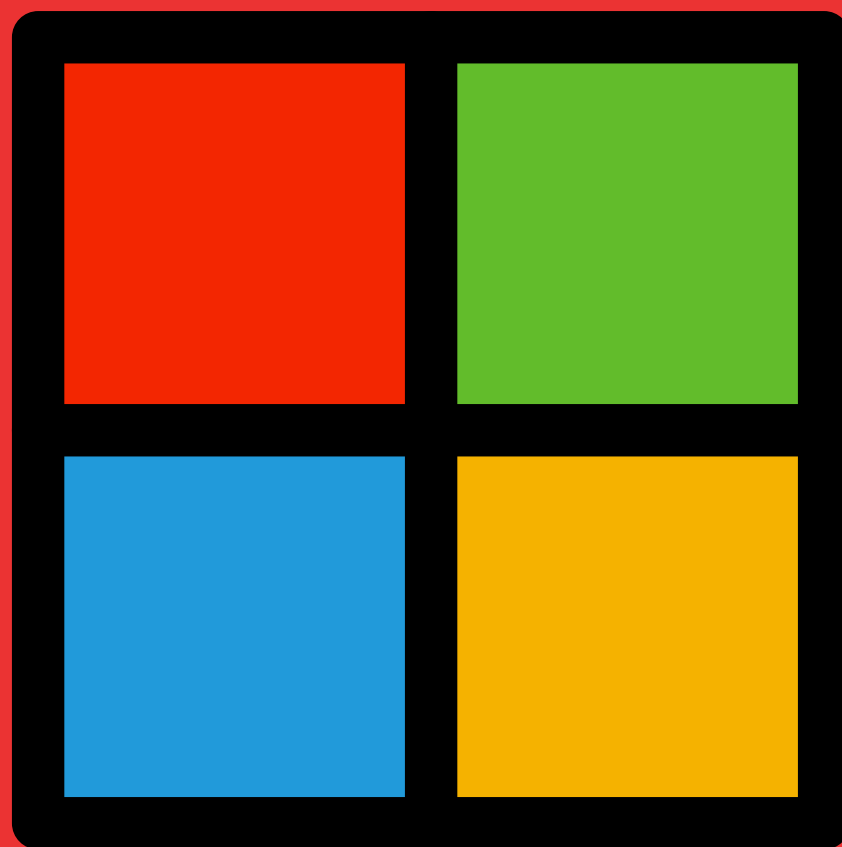# TOP 20 FACEBOOK INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Facebook Product Manager Interview Questions

1. Choose any product of Facebook and tell us how you will improve it?
2. Design a feature for job search on Facebook
3. How would you improve Facebook events?
4. If you were the Product Manager of Birthday's feature on Facebook, how would you have built it?
5. How can you improve Facebook pages?
6. Design a referral feature for Facebook
7. How would you design a product to find COVID resources on Facebook?
8. How would you improve Facebook messenger?
9. How would you design a gardening app?
10. Design Whatsapp for blind people
11. How would you build a product for house search on Facebook?
12. As a Product Manager of Facebook Live, which features would be your priority and why?
13. On what basis do you prioritize features/goals?
14. What goals would you set for the Facebook live product?
15. Share an experience when you used data to make decisions?
16. Which metrics are important for Facebook messenger?
17. The friend request feature of Facebook is down by 5%. How would you find what's going on?
18. What goals would you set for Facebook Pay?
19. How would you measure the success of Instagram ads?
20. What metrics would you look to measure the success of Instagram stories?

TOP 15 MICROSOFT INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Microsoft Product Manager Interview Questions

1. Name your favorite Microsoft product and give reasons explaining why?
2. How familiar are you with agile frameworks?
3. Estimate the revenue of Bing?
4. Design an algorithm for recommending connections to LinkedIn users
5. Design Microsoft Outlook
6. How would you ensure real-time collaboration in a mobile version of MS Word?
7. As a PM share the strategy of Microsoft Teams for the coming three years
8. Describe the internet to your grandparent
9. If you had to double the revenue of Uber Pool, how would you do it?
10. Design a browser for children of the age group 7 to 14 years.
11. How would you design an airline entertainment system? What will the features target users?
12. How would you design a competitive product for slack?
13. How would you approach personalizing MS Office?
14. As a Product Manager of Microsoft Outlook, how would you define its next version?
15. Estimate the market size of Microsoft Teams

TOP 20 AMAZON INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Amazon Product Manager Interview Questions

1. You are the Product Manager at Amazon Prime Video. You notice a metric dropped by 80%. What will you do?
2. How would you enhance Amazon's website?
3. Launch Amazon Grocery
4. Design a new feature for Alexa.
5. Design a feature to sell plants on Amazon?
6. If your data team loses all the metrics. What would you do?
7. Design a feature to pay credit card bills using Amazon Pay
8. Amazon is experiencing a high rate of returns. As a Product Manager, how will you reduce it?
9. How will you measure the success of Amazon Fresh?
10. What metrics would you track to enhance customer experience at Amazon Pharmacy?
11. If you were to change the pricing of Amazon Kindle how would you go about it?
12. Estimate the number of people using AWS per year.
13. Guesstimate the market share of Amazon Prime
14. How would you ensure the success of Amazon Pharmacy?
15. How would you design Amazon Photos?
16. Design Alexa for blind people.
17. What should be Amazon's strategy to enter the e-learning market?
18. Estimate the number of reviews posted on Amazon per week?
19. How would you price Amazon Prime?
20. What should be the strategy for Alexa for the coming years?

TOP 15 FLIPKART INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Flipkart Product Manager Interview Questions

1. How would you enhance customer engagement on the Flipkart website?
2. As a Product Manager, how would you improve the profitability of Flipkart?
3. Rationalize KPI's of Uber
4. Ekart is planning to enter the courier business. As a Product Manager, how would you strategize this idea?
5. What is the difference between the Indian and US e-commerce markets?
6. There's a fall in Flipkart's GMV. How would you determine it?
7. How would you design a warehouse for products category-wise?
8. As a Product Manager at Flipkart, how would you increase the user base of those aged above 60 years?
9. Assume the data team of an e-commerce brand loses all its metrics. In such a situation as a Product Manager, what metrics would you track?
10. How will you identify fake reviews on Flipkart? What will you do to decrease them?
11. As a Product Manager at YouTube, what metrics will you track?
12. Estimate how many refrigerators are sold at Flipkart during Diwali.
13. Flipkart wants to enter the online pharmacy space. What should be the strategy?
14. Which is your favorite product? How would you improve it using technology?
15. If Amazon loses 10% of its monthly revenue, what metrics would you track?

TOP 20 UBER INTERVIEW QUESTIONS FOR PRODUCT MANAGERS

Uber Product Manager Interview Questions

1. As a Product Manager, how would you increase the revenue of Uber Eats?
2. How will you improve the Uber app?
3. How will you measure the success of Uber Eats?
4. How would you improve customer satisfaction at Uber Eats?
5. You are a Product Manager at Uber. How would you get more people to use Uber?
6. What metric will you use to measure the success of Uber Rides?
7. Uber pickups at the airport have dropped by 15%. What will you do?
8. How would you go about launching Uber Freight in India?
9. Guesstimate the number of drivers Uber has in Mumbai
10. Share a strategy to redesign Uber Pay
11. How would you design an Uber app for the blind?
12. As a Product Manager, how would you handle a rise in ride cancellations?
13. Design a feature to allow drivers to accept ride requests in advance
14. How would you decide the price of an Uber pass in a new Indian city?
15. Should Uber launch Transit in India?
16. How would you go about redesigning an Uber Pass?
17. Design a feature of contactless delivery for UberEats.
18. How would you improve the default location feature at Uber Rides?
19. How would you decide if Uber Eats delivery fee should be increased or not?
20. Design a referral system for Uber Rides

About INSAID

INSAID is on a mission to groom the product leaders of tomorrow. We offer Product Management certification courses that help you transition to the career of your dreams. Irrespective of your background, with INSAID you can learn Product Management in a step-by-step manner from seasoned Product Managers, build a live Product, and get career assistance.

To know more, download the brochure of INSAID's 10-month Postgraduate Program in Product Management below.

Download PGPPM Brochure