Roll No											

PRESIDENCY UNIVERSITY
BENGALURU

SET B

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022
Course Code : MBA3033
Course Name : Digital Product Management
Program : MBA

Date : 11-JAN-2024
Time : 10:00AM - 1:00 PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS **10 X 3M = 30M**

1. Define digital product management and its importantance in today's business landscape.
(CO1) [Knowledge]
2. Outline the role of a product manager in the development of digital products?
(CO1) [Knowledge]
3. Describe the customer's perspective on the value of digital products.
(CO2) [Knowledge]
4. Describe the importance of exploring and understanding customer needs in Digital Products?
(CO2) [Knowledge]
5. State the importance of data-driven decisions in problem identification?
(CO3) [Knowledge]
6. Outline that the Digital product and engagement analytics be used to enhance the experience of visiting customers.
(CO3) [Knowledge]
7. Define segmentation analysis and discuss its role in understanding their customers better.
(CO3) [Knowledge]
8. Data visualization is the practice of translating information into a visual context. Recall some effective ways to visualize product data.
(CO4) [Knowledge]
9. Recall Agile Digital Product Management and its usefulness in developing a Minimum Viable Product (MVP).
(CO4) [Knowledge]
10. List few Agile estimation techniques commonly used in digital product management.
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS **6 X 7M = 42M**

11. Management is all about controlling the activities in business. Restate that the product management is considered a team sport in the digital industry.

(CO1) [Comprehension]

12. Express Kano analysis can be used to identify market opportunities and to gain a competitive advantage.

(CO2) [Comprehension]

13. Defend that the data-driven decision-making contribute to effective problem-solving and feature identification.

(CO2,CO3) [Comprehension]

14. Defend that Cohort analysis plays a significant role in enhancing our comprehension of consumer behavior and attention.

(CO3) [Comprehension]

15. Recognize the role of data visualization in understanding and communicating complex product data, and provide examples of effective visualization techniques.

(CO4) [Comprehension]

16. Indicate a successful MVP implementation with examples and explain how it evolved into a fully-fledged product over time?

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS **2 X 14M = 28M**

17. Tesla was a huge manifestation of digital transformation as the core motive was to prove that electric cars are better than their gasoline counterparts both in looks and performance. Tesla's digital transformation was centered on innovation and sustainability. They developed cutting-edge electric vehicle technology and invested heavily in software development. They put great concentration in utilizing a number of emerging technologies including artificial intelligence, big data, blockchain, cloud, and autonomous vehicles to enhance operational efficiency and product offerings.
Their over-the-air software updates revolutionized the automotive industry by allowing remote updates and improvements to their vehicles' features and performance. Tesla also added an autopilot feature to control the speed and position of the car when on highways to avoid potential accidents. While users just had to hold their wheel, while the vehicle controlled everything else. This connected car technology created an intelligent data platform and smart autonomous driving experience. Tesla ventured further into a data-driven future. They collected data from their vehicles and analyzed them for different purposes such as detecting and resolving issues in their vehicles and developing new products and services. They also used data collected from vehicle sensors to develop an accurate map, self-driving technologies as well as an insurance policy. The company offered low-cost insurance policies to select Tesla drivers after analyzing their driving behavior and vehicle performance. Tesla also analyzed customer feedback and comments on its online forums to address customer needs and demands in the future. A noteworthy fact is that the company has been collecting driving data from all of its first and second-generation vehicles. So far, Tesla has collected driving data on 8 billion miles while Google's autonomous car project, Waymo, has accumulated data on 10 million miles.

Questions:

A. Employ the role of data-driven decision-making in Tesla's digital transformation journey and produce how does the company use analytics to gain actionable insights from demand trends?
B. Interpret the potential future developments and innovations that Tesla might pursue in the realm of digital transformation for its products. Predict the opportunities and challenges lie ahead for the company in sustaining its leadership in this rapidly evolving landscape?

(CO1,CO2) [Application]

18. Instagram, the world's largest picture-sharing app, initially started as an MVP called Burbn with a different focus. Burbn aimed to allow users to check in, share experiences, and included photo-sharing features. However, the original app felt cluttered and overwhelming due to the multitude of features. As a result, the users had difficulty understanding what the app offered and found the app confusing. While the users found its other features quite complex, one of its functionality - photo sharing, was a hit among the user base. Recognizing the complexity, the founders stripped away all features except photo-sharing, added filters, and rebranded it as Instagram. This shift, emphasizing simplicity and photo-sharing, propelled Instagram's success, evolving from an MVP to a full-fledged social media platform with over 1 billion monthly active users.

Questions:
A. Illustrate the iterative nature of the MVP approach of Burbn into Instagram?
B. Intrepret how can startups strike a balance between offering valuable features and avoiding overwhelming complexity in their MVP?

(CO3,CO4) [Application]