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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : MBA3033

Course Name : Sem III - MBA3033 - Digital Product Management

Program : MBA

Date : 6-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. List the ways digital product management benefits the business
(CO1) [Knowledge]
2. State that anything can be downloaded and used digitally can be considered as a digital product?
(CO1) [Knowledge]
3. Identify the difference between PoC and Prototype
(CO2) [Knowledge]
4. Kano analysis is a tool that enhance the product and service based on customer emotions. Relate and list Kano's Five Emotional Response Types.
(CO2) [Knowledge]
5. Generally the words "customer value" might think about giving customers a good price for a quality product—but customer value encompasses much more. Recognize customers value in the context of digital products.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Give examples and discuss the implementation of Maslow's Need Hierarchy for Digital product development.
(CO1) [Comprehension]
7. Discuss Minimum Viable Product with examples?
(CO2) [Comprehension]

8. Distinguish Traditional Product Marketing and Digital Product Marketing.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. Modern product managers are increasingly filling the new CEO pipeline for tech companies. Before becoming the CEOs of Google, Microsoft, and Yahoo, Sundar Pichai, Satya Nadella, and Marissa Mayer were product managers, and they learned how to influence and lead teams by shepherding products from planning to development to launch and beyond. Such experience is also valuable beyond tech: PepsiCo CEO Indra Nooyi started her career in product management–like roles at Johnson & Johnson and Mettur Beardsell, a textile firm.

While today such a background remains rare among CEOs, product-management rotational programs are the new leadership-development programs for many technology companies (for example, see the Facebook Rotational Product Manager Program, the Google Associate Product Manager Program, and the Dropbox Rotation Program). Any critic of the analogy between product managers and CEOs will point out that product managers lack direct profit-and-loss responsibilities and armies of direct reports, so it is critical for product managers with ambitions for the C-suite to move into general management to broaden their experience.

Questions:

1. Discover and prepare why organization need a product manager who thinks and acts like a CEO (6 Marks)
2. Compute the role of the product manager (5 Marks)

(CO1) [Application]

10. Katrina Lake, the founder of Stitch Fix, realized back in 2011 that apparel shopping needed an upgrade. eCommerce failed to meet the expectations of the shoppers and retail shops were falling short in terms of options. In an interview with The Cut, she revealed "Searching online for jeans is a ridiculously bad experience. And I realized that if I imagined a different future, I could create it."

After realizing that no one has merged data and fashion shopping, she set out to make a difference. She started a personal styling service out of her apartment in 2011 when she was pursuing her MBA from Harvard. Lake relied on SurveyMonkey to keep track of her customer's preferences and charged \$20 as a styling fee. In late 2012 Eric Colson, then the VP of data science and engineering at Netflix, joined Lake on her journey of crafting the future of retail.

Lake and Colson wanted to give their customers much more than just personalized recommendations.

Questions:

1. Use a valid and useful empathy map to write a understanding of customers for Stitch Fix
2. Use and write the effectiveness of personas with examples.

(CO2) [Application]