U.S.N.										

B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

July 2023 Semester End Main Examinations

Programme: B.E. **Semester: VI**
Branch: EIE / EEE **Duration: 3 hrs.**
Course Code: 19GC6HSPMT / 19EE6HSPMT **Max Marks: 100**
Course: Product Management Techniques **Date: 14.07.2023**

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

		UNIT - I	**CO**	**PO**	**Marks**
1	a)	Name any four key functions of the product manager	*CO2*	*PO1*	**04**
	b)	Describe the roles and responsibilities of product manager v/s project manager in food industry.	*CO2*	*PO1*	**08**
	c)	With neat diagram explain the importance of the key stakeholders in product management.	*CO2*	*PO1*	**08**
		UNIT-II			
2	a)	Calculate the Net Promoter Score (NPS) percentage for the below survey information.	*CO2*	*PO1*	**06**

Score	1	2	3	4	5	6	7	8	9	10
Responses	2	2	4		10	12		5	15	10

Consider detractor range from 1 to 3, passive range from 5 to 6 and promoters range from 8 to 10. What is the significance of NPS feedback?

	b)	Describe the following terms with respect to: value proposition, Target Segment, Insight, Market Research, Substitutes.	*CO2*	*PO1*	**08**
	c)	With flow diagram describe the hard skills and soft skills required for the product manager	*CO2*	*PO1*	**06**
		UNIT - III			
3	a)	With a suitable diagram explain how the money will flow in revenue model generation.	*CO4*	*PO7* *PO8*	**08**
	b)	Describe the following terms with respect to: Business case, Cash flow, Net Present Value and Payback.	*CO4*	*PO7* *PO8*	**08**
	c)	Explain the factors and significance of the decision making	*CO4*	*PO7* *PO8*	**04**

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			OR			
	4	a)	Below table given cash out and cash in of textile industry, evaluate net cash flow for 6 years. After first year it announce 15% discount on each product. Considering 15% discount for next five years evaluate net present value.	*CO4*	*PO7* *PO8*	**06**

	YEAR0	YEAR1	YEAR2	YEAR3	YEAR4	YEAR5
CASH OUT	1000k					
CASH IN		100k	300k	500k	600k	800k
PV	FV0	FV1	FV2	FV3	FV4	FV5

		b)	Implement the product cost built-up of industry to Business.	*CO4*	*PO7* *PO8*	**06**
		c)	Sketch the relevant block diagram and explain the process of implementation of product cost driver in product management.	*CO4*	*PO7* *PO8*	**08**
			UNIT - IV			
	5	a)	Describe the concept of UX and UI in the journey of product.	*CO3*	*PO6* *PO8*	**06**
		b)	Discussion any six metrics of software code quality.	*CO3*	*PO6* *PO8*	**06**
		c)	Distinguish between traditional waterfall and Agile product development.	*CO3*	*PO6* *PO8*	**08**
			OR			
	6	a)	Give the difference between hardware and software with respect to pricing, service, road map development, testing, cost drivers and product life time	*CO3*	*PO6* *PO8*	**06**
		b)	Explain the process of product lifetime and product life cycle period.	*CO3*	*PO6* *PO8*	**06**
		c)	Describe the concept of make or buy a product	*CO3*	*PO6* *PO8*	**08**
			UNIT - V			
	7	a)	Differentiate between a prototype and a commercial product.	*CO4*	*PO7* *PO8*	**04**
		b)	With the relevant diagram explain the steps of human centered design process.	*CO4*	*PO7* *PO8*	**08**
		c)	Describe the design thinking process considering reference model as Stanford d school.	*CO4*	*PO7* *PO8*	**08**

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