recruit crm

Product manager

Test duration: **45 minutes** Difficulty level: **Moderate**

1. When conducting a market analysis, which of the following is most critical in assessing the Total Addressable Market (TAM)?

A) Estimating the current market share of competitors
B) Calculating the total revenue potential if the product were to capture 100% of the market
C) Evaluating the total number of existing products in the market
D) Understanding the geographical limitations of the market

Correct answer: B) Calculating the total revenue potential if the product were to capture 100% of the market

2. Which scenario best illustrates the concept of "innovator's dilemma" in product management?

A) A company struggles to balance the need for short-term profitability with long-term innovation, leading to the potential disruption by more agile competitors
B) A product that fails due to poor market research and lack of customer interest
C) A well-established product that consistently meets its revenue targets
D) A company deciding between launching a new product or focusing on existing products

Correct answer: A) A company struggles to balance the need for short-term profitability with long-term innovation, leading to the potential disruption by more agile competitors

3. In the context of product management, what is the primary goal of conducting a "jobs to be done" (JTBD) analysis?

A) To identify technical skills needed for product development
B) To understand the underlying tasks customers are trying to accomplish, which informs product features and value propositions
C) To determine the roles needed within the product team
D) To allocate resources for product launch activities

Correct answer: B) To understand the underlying tasks customers are trying to accomplish, which informs product features and value propositions

4. Which of the following best describes the "Kano model" used in product management?

A) A framework for prioritizing product features based on their impact on customer satisfaction
B) A method for analyzing financial performance of a product
C) A technique for developing user personas
D) A strategy for entering new markets

Correct answer: A) A framework for prioritizing product features based on their impact on customer satisfaction

5. How should a Product Manager approach the decision-making process when two critical features are competing for development resources?

A) Develop both features simultaneously by reducing scope
B) Delay both features until more resources are available
C) Use a prioritization framework like RICE or MoSCoW, consider the product's strategic goals, and assess customer impact to make an informed decision
D) Choose the feature that is easier to implement

Correct answer: C) Use a prioritization framework like RICE or MoSCoW, consider the product's strategic goals, and assess customer impact to make an informed decision

6. What is a "North Star metric" and why is it crucial in product management?

A) A single metric that aligns the team around the long-term goal of the product and measures the product's overall success
B) A metric used to track daily team performance
C) A financial metric that determines the profitability of a product
D) A metric that measures customer satisfaction after product launch

Correct answer: A) A single metric that aligns the team around the long-term goal of the product and measures the product's overall success

7. In a Lean Startup approach, what is the purpose of creating a "pivot" in the product development process?

A) To redesign the user interface
B) To fundamentally change the product strategy or direction in response to validated learning, often based on customer feedback
C) To add more features to the product
D) To rebrand the product for a different audience

Correct answer: B) To fundamentally change the product strategy or direction in response to validated learning, often based on customer feedback

8. Which of the following is an example of a "proxy metric," and why might it be used in product management?

A) Tracking user sign-ups as a proxy for long-term retention when direct measurement isn't possible
B) Monitoring total revenue as a proxy for customer satisfaction
C) Measuring website traffic as a proxy for sales conversion
D) Counting customer complaints as a proxy for product quality

Correct answer: A) Tracking user sign-ups as a proxy for long-term retention when direct measurement isn't possible

9. What is the significance of "technical debt" in product management, and how should it be managed?

A) Technical debt refers to the trade-offs made during development that result in long-term maintenance challenges; it should be managed by balancing short-term gains with long-term sustainability and scheduling regular refactoring
B) Technical debt is the financial cost of developing a product; it should be managed by securing more funding
C) Technical debt is the backlog of features yet to be developed; it should be managed by prioritizing new features over refactoring
D) Technical debt refers to outdated technology; it should be managed by migrating to new platforms immediately

Correct answer: A) Technical debt refers to the trade-offs made during development that result in long-term maintenance challenges; it should be managed by balancing short-term gains with long-term sustainability and scheduling regular refactoring

10. When analyzing a product's performance post-launch, which of the following metrics would be most indicative of product-market fit?

A) A high churn rate
B) A consistently low Net Promoter Score (NPS)
C) Strong user engagement and retention rates, along with positive customer feedback and referrals
D) A decline in daily active users

Correct answer: C) Strong user engagement and retention rates, along with positive customer feedback and referrals