

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com.A&F - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

24PAFET4A05 - Digital Product Management

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. What is Digital Product Management?
2. What is the importance of customer feedback in product management?
3. Differentiate between a Product Owner and a Product Manager.
4. What is the Agile methodology, and why is it important in Digital Product Management?
5. What is user persona, and why is it useful?
6. What is the Hook Model in product engagement?
7. What is the role of competitive analysis in product management?
8. How do subscription-based business models benefit digital products?
9. State the importance of stakeholder management in product development.
10. What role does data analytics play in product management?
11. What is backlog grooming in Agile product management?
12. What are the key responsibilities of a Digital Product Manager?

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. Explain the difference between Lean, Agile, and Waterfall methodologies in product management.
14. Describe the process of creating a product roadmap and its key components.
15. Discuss the best practices for prioritizing product features.
16. Describe the key strategies for improving user engagement in a digital product.
17. How does pricing strategy impact the success of a digital product?
18. State the role of AI and automation in modern Digital Product Management.
