Interview Questions to Ask a Product Manager| Xobin [Downloaded]

We at Xobin reached out to over 70+ Hiring teams to curate the best interview questions. We didn't stop there.
We went ahead to understand what type of answers differentiated the top candidate from the rest. Here is what we've got for you.

Role-specific skills to look for: Market research, customer interviews, product design, positioning and messaging, customer communication, building roadmaps.

Soft skills to look for: Team spirit, leadership, problem-solving, communication, and organization.

> **Pro Tip:** Always screen before your interview. Use <u>Online Assessment to screen applicants for a Product Manager</u> position before blocking your time for an in-person interview.

Compilation of Product Manager Questions

Role-Based Interview Questions to ask a Product Manager

💡 **What is your favorite product by our company? How would you make it better?**

Purpose of the question: This question is designed to understand the candidate's understanding of the current product and if they can list out the pros and cons of what you're putting out.

What to listen for in candidate response: An ideal candidate would point out the pros and cons of the product and something they would like to change.

How proficient are you with the "X"(any tool used by the product management team for various purposes) tool?

Purpose of the question: This question can be asked to understand how much training the candidate would need to work at the same pace as the team.

What to listen for in candidate response: Listen for evidence of proficiency with the required tools.

💡 **How would you redesign one of our products?**

Purpose of the question: Building roadmaps for products is one of the major responsibilities and required skills for a product manager, hence this question is designed to test the same.

Purpose of the question: Top candidates would explain their step-to-step strategy to build a roadmap of redesigning a product.

💡 What is one of your most successful products as a product manager?

Purpose of the question: This question is designed to evaluate the qualitative and quantitative measures that can identify a strong product manager.

What to listen for in candidate response: Top candidates would be able to point to simplify their achievements in terms that relate to business results.

What is the difference between PLM and ERP?

Purpose of the question: This question is designed to understand how much the candidate knows about crucial product management software required in this job position.

What to listen for in candidate response: Listen for the specific terms that can differentiate between PLM and ERP.

How would you describe market opportunity in a business plan?

Purpose of the question: This question can be asked to analyze the candidate's experience and what they have learned from the same.

What to listen for in candidate response: Look for the specific terms that describe market opportunity in a business plan.

💡 What are the most important elements of competitive analysis?

Purpose of the question: You can ask this question to understand how much a candidate knows about crucial proud management topics like competitive analysis.

What to listen for in candidate response: Listen if the candidate has an understanding of both the business and technical aspects of competitive analysis.

💡 How do you juggle between B2B and B2C market segments?

Purpose of the question: A interviewer can ask this question to get to know the candidate's understanding of markets and their management skills.

What to listen for in candidate response: Top candidates would describe how they would build different roadmaps and strategies to juggle between B2B and B2C markets.

How do you know a product is designed well?

Purpose of the question: Understanding what are elements need to be prioritized and planning to work on them accordingly is crucial to this job position.

What to listen for in candidate response: Top candidates would show sensitivity to the specific requirements of a business's product.

💡 How would you introduce new product features to customers?

Purpose of the question: This question is designed to measure the marketing strategies of the candidate and whether they propose appropriate steps.

What to listen for in candidate response: Listen for the specific steps that would be required to introduce new product features to customers.

Situational Interview Questions to ask Product Manager

💡 How do you gain credibility from a new development team as a new product manager?

Purpose of the question: By asking this question the interviewer can get to know what the candidates do while they are working in detail.

What to listen for in candidate response: Listen for the explanations that describe the candidate's decision-making, and communication skills, and respect for the team.

What is your strongest skill set as a product manager?

Purpose of the question: This question is designed to understand what is a candidate good at and what can they bring to a table.

What to listen for in candidate response: Top candidates would describe what the success of their project has lead them to.

💡 How do you determine a time estimation of a product's release?

Purpose of the question: This question is designed to test the candidate's management skills.

What to listen for in candidate response: Look for evidence of leadership qualities related to project planning and execution.

💡 **What have you learned from your previous mistakes as a Product Manager?**

Purpose of the question: This question is designed to learn about the collaboration, dedication, and other skills of a candidate.

What to listen for in candidate response: Pay attention to the answer and look if the examples shared, are fairly inconsequential, unintentional, and a learned lesson should be gleaned from it.

What challenges are you looking for in this Product Manager position?

Purpose of the question: The question is designed to understand and determine what the candidates are looking for in their next job and whether they would be a good fit for the position being hired for.

What to listen for in candidate response: Top candidates would discuss how they would like to be able to effectively utilize their skills and experience if they were hired for the job.

💡 **Are there any new skills or technology you have learned in recent times?**

Purpose of the question: Being updated with the latest trends in the market is a sign of a top candidate.

What to listen for in candidate response: Look for evidence of the understanding of the new trends in the candidate.

💡 Why do you want to work for our company?

Purpose of the question: This question is designed to know what kind of information does the candidate has about your company culture and what has excited them to join your organization.

What to listen for in candidate response: Listen for the detail about what has driven the candidate to work for your organization.

What skills do you think are necessary for this job role?

Purpose of the question: Since software developers rely on a combination of technical knowledge and transferable skills to be successful. Therefore it is important for an applicant for this role to show the required skills.

What to listen for in candidate response: Look for evidence of the required skills for this job role.

What are your salary expectations?

Purpose of the question: This question is helps in understanding what the market is currently paying for certain qualifications, experience, and skills.

What to listen for in candidate response: Top candidates would give the range of salary they expect.

💡 Do you have any questions for us?

Purpose of the question: The question is designed to know how interested the candidates are in your company.

What to listen for in candidate response: Top candidates would ask questions and show interested in the job and company-related details.

Start Optimizing your Product Manager Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for a Product Manager position, then they're obviously not a great fit.

Prepared and Curated by Xobin Team