

Interview Questions to Ask a Senior 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: Product Requirement Documents (PRD), Market research, Wireframing, Writing specs and product stories, AB Testing, Product Marketing, UI, API.

Soft skills to look for: communication, analytical, interpersonal, team player, and end-user empathy.

Pro Tip: Always screen before your interview. Use [Online Assessment to screen applicants for a Senior Product Manager](#) position before blocking your time for an in-person interview.

Compilation of Senior Product Manager Questions

Role-Based Interview Questions to ask a Senior Product Manager



How do you determine what the customers desire in a product?

Purpose of the question: This question can be asked to analyze a candidate's market research strategies.

What to listen for in candidate response: An ideal candidate would demonstrate knowledge in how to conduct effective market research, as well as a customer-centric approach.



What tools do you use for effective project management?

Purpose of the question: Usage of various software is common for product management for efficient work, hence an applicant for this job role must be aware of a few of the popular software required.

What to listen for in candidate response: Top candidates would demonstrate proficiency with at least a few tools.



How would you design an ATM for a blind person?

Purpose of the question: This question is designed to understand the general process for a candidate's approach towards such a task.

Purpose of the question: An ideal candidate would demonstrate the main tenets of product design, such as usability and maximizing customer value



Why is API versioning important?

Purpose of the question: Versioning is very important because without it any change can be considered a breaking change and breaks the idea of working on a common contract. Hence, a candidate must be able to list out some important points here.

What to listen for in candidate response: Look for candidates who have strong opinions on how to version and the differences between URL-based versioning vs. leveraging HTTP headers.



How would you model an eCommerce API?

Purpose of the question: This question is designed to analyze how the candidate will model the data, what endpoints will be created, what the API responds with.

What to listen for in candidate response: Look for the candidates who keep the customer in mind when creating new endpoints and how data can be joined or queries.



How would you test the effectiveness of a product prototype?

Purpose of the question: This question can be asked to assess the candidate for their evaluation methods and overall suitability for the role.

What to listen for in candidate response: Top candidates would list out the steps they would use to test the effectiveness of a product prototype.



What do you know about A/B testing? Why is it important for product management?

Purpose of the question: Since A/B testing is one of the major processes of testing products, and a major requirement for this position. Hence, it becomes important for the

selected candidate to have knowledge of.

What to listen for in candidate response: An ideal candidate would explain how to plan, execute, and monitor an A/B test, as well as what to do with the test results.



Why is it important to build a wireframe?

Purpose of the question: As wireframes help in the flow of product development between teams, therefore a candidate must explain its importance.

What to listen for in candidate response: An ideal candidate would explain their take based on their personal experiences.



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.



How would you introduce new product features to customers?

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.

Situational Interview Questions to ask Senior Product Manager



How would you respond to a customer who is not fully satisfied with a new product feature?

Purpose of the question: This question is designed to test the candidate's problem-solving and communication skills.

What to listen for in candidate response: Look for evidence of end-user empathy-related.



As a senior product manager, you would be working with a team, so how would you explain your management skills?

Purpose of the question: This question is designed to understand how the candidate applies their teamwork and other skills to direct effective processes in a team.

What to listen for in candidate response: Top candidates would describe their experience with effective workflow, effective communication, and other roles as a team player.



Are you capable of compiling data for reports?

Purpose of the question: By asking this question the interviewer can get to know how detail-oriented a candidate is and if they have the necessary computer skills.

What to listen for in candidate response: The top candidate would connect to their past experiences on working with reports.



Since the fields are always changing and updating, have you learned something new recently?

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.



How did you come to know about our company? And why do you want to apply for this job role?

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 have you learned from your previous mistakes as a Senior Product Manager?

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 Senior 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 Senior Product Manager position, then they're obviously not a great fit.



Prepared and Curated by Xobin Team