



Meesho | Associate Product Manager (APM) | IIT Guwahati Campus Placement

Role: Graduate Analyst

No. of Rounds: 2

Duration of Hiring Process: 30 min for round 1 & 1 hr for round 2

Date of Hiring: 1st December 2024

ROUND 1 – PRODUCT THINKING

Interviewer: What is your favourite tech product and why?

Candidate: My favourite product is YouTube because I use it extensively for both learning and entertainment.

Interviewer: Can you improve this product?

Candidate: YouTube is already highly successful. Improvement depends on the goal – whether it's user acquisition or engagement.

Interviewer: What should we target?

Candidate: YouTube has strong adoption among younger users but limited reach among users aged 40+, who still prefer TV.



Interviewer: Identify 5 pain points of this age group.

Candidate:

1. Less tech-savvy.
2. Different content preferences.
3. Difficulty distinguishing fake news.
4. Interest in health & fitness content.
5. Often spend time alone.

ROUND 2 – PM MOTIVATION & BEHAVIORAL

Interviewer: What inspires you to be a PM?

Candidate: The PM role excites me because it focuses on identifying real user problems and solving them at scale.

Interviewer: Major challenge of a PM?

Candidate: Identifying the right problem to solve.

Interviewer: Strengths and weaknesses?

Candidate:

- Strengths: Team player, leadership experience (managed 50 members), adaptability, hardworking.
- Weakness: Sometimes push teammates too hard; learning to balance urgency with empathy.



Interviewer: Toughest decision you've made?

Candidate: I rarely face tough decisions because I keep multiple options ready and choose the best one.

Interviewer: Example of helping someone?

Candidate: Helped a friend struggling in Physics during JEE prep – guided him with notes and practice, improving his score by 20 percentile.

Interviewer: What motivates you to do that?

Candidate: I believe success is more meaningful when shared; helping others strengthens both them and me.

Interviewer: Why Meesho / E-commerce?

Candidate: E-commerce is impactful and fast-growing. Meesho's mission to empower small businesses in tier-2/3 India aligns with my values.

Interviewer: Design a search engine like Google for village people.

Candidate: [Outlined approach; interviewer assessed user-analysis skills rather than design depth.]