

Taloustieteiden tiedekunta

Tentin päivämäärä / Date of exam: 26.2.2015
Opintojakson koodi, nimi ja tentin numero / The code and the name of the course and number of the exam: 721432S Managing Customer Relationships (3)
Tentaattori(t)/ Examiner(s): Hanna Komulainen
Sallitut apuvälineet / The devices allowed in the exam: <input type="checkbox"/> Laskin (ei graafinen/ohjelmoitava)/Calculator (not graphic, programmable) <input type="checkbox"/> Sanakirja/Dictionary <input type="checkbox"/> Muu materiaali, tarkennettu alla/Other material, specified below
Tenttiin vastaaminen / Please answer the questions <input type="checkbox"/> suomeksi/ in Finnish <input checked="" type="checkbox"/> englanniksi/ in English
Kysymyspaperi on palautettava / Paper with exam questions must be returned: <input type="checkbox"/> Kyllä/Yes <input checked="" type="checkbox"/> Ei/No

Answers should not exceed 2 pages/question.

1. What is key account management (KAM) and how can we explore and conceptualize it with theoretical models? Explain with the aid of practical examples what kind of restrictions/problems can be identified in KAM.
2. What are strategic nets? On what levels can strategic nets be explored and what are the key issues at each four levels in managing them?
3. Select one of the cases we discussed during the lectures and shortly describe its main points and key lessons learnt. Use some of the theoretical frameworks of the course material to describe and explain it.
4. How do internal and external integration relate to improved business performance?

Good luck!