



YLIOPISTOTENTTI - UNIVERSITY EXAM

Opiskelijan nimi / Student name:	Opiskelijanumero / Student number:
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Opettaja täyttää / Lecturer fills in:

Opintojakson koodi and nimi / The code and the name of the course: 721432S Managing customer relationships	
Tiedekunta / Faculty: OBS	
Tentin pvm / Date of exam: 23.2.2016	Tentin kesto tunteina / Exam in hours: 4
Tentin nro / No. of the exam: 2. retake	Opintopistemäärä / Credit units: 6
Tentaattori(t) / Examiner(s): Hanna Komulainen	Sisäinen postios. / Internal address: 6 OyKKK
Sallitut apuvälineet / The devices allowed in th exam: <input type="checkbox"/> Nelilaskin / Standard calculator <input type="checkbox"/> Funktiolaskin / Scientific calculator <input type="checkbox"/> Ohjelmoitava laskin / Programmable calculator <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	

Please, answer all questions. Answers should not exceed 2 pages/question.

- 1. What kind of relationship ending strategies can be identified? Why is it important from the managerial perspective?**
- 2. What is CRM understood as a system/software? What do we need to consider to successfully implement a CRM system in a company?**
- 3. Describe different levels of managing customer relationships from the network perspective. Why do we need to understand these levels and their relationship?**
- 4. 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.**

Good luck with the exam!