

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: Oulu Business School	
Tentin pvm / Date of exam: 7.12.2016	Tentin kesto tunteina / Exam in hours: 3
Tentin nro / No. of the exam: Exam	Opintopistemäärä / Credit units: 6
Tentaattori(t) / Examiner(s): Hanna Komulainen	Sisäinen postios. / Internal address: 6 TATK
Sallitut apuvälineet / The devices allowed in the 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 checked="" type="checkbox"/> Suomeksi / in Finnish <input checked="" type="checkbox"/> Englanniksi / in English Suomenkielisessä tutkinto-ohjelmassa olevalla opiskelijalla on oikeus käyttää arvioitavassa opintosuorituksessa suomen kieltä, vaikka opintojakson opetuskieli olisi englanti. Tämä ei koske vieraan kielen opintoja. (Kts. <u>Koulutuksen johtosäntö</u> 18 §) In a Finnish degree programme a student has a right to use Finnish language for their study attainment, even though the language of instruction is English, (excluding language studies) even when the language of instruction is other than Finnish. (See <u>the Education Regulations</u> 18 §)	
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 is key account management (KAM) and how can we understand and conceptualize it with theoretical models? Explain with the aid of practical examples what is important in designing and implementing KAM programs?**
- 2. What is CRM understood as a system/software? What do we need to consider to successfully implement a CRM system in a company? What are the main problems related to CRM systems?**
- 3. What is the essence of the concepts of Knowledge Management (KM), Customer Relationship Management (CRM) and Customer Knowledge Management (CKM) and what is their interconnected relationship?**
- 4. How can we see the future first when managing customer relationships?**

Good luck with the exam!