YLIOPISTOTENTTI - UNIVERSITY EXAM

Opiskelijan nimi / Student name:	Opiskelijanumero / Student number:

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:

☐ Nelilaskin / Standard calculator ☐ Funktiolaskin / Scientific calculator ☐ Ohjelmoitava laskin / Programmable calculator

☐ Muu materiaali, tarkennettu alla / Other material, specified below:

Tenttiin vastaaminen / Please answer the questions:
☒ Suomeksi / in Finnish   ☒ 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. Koulutuksen johtosääntö 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 the Education Regulations 18 §)

Kysymyspaperi on palautettava / Paper with exam questions must be returned:
☐ Kyllä / Yes   ☒ 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. Describe different levels of managing customer relationships from the network perspective. Why do we need to understand these levels and their relationship?

4. Think about the usage of relationship portfolios in managing customer relationships; what are they, how can we utilise them in practice and what kinds of benefits and possible problems there can be?

Good luck with the exam!