



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: 20.2.2017	Tentin kesto tunteina / Exam in hours: 3
Tentin nro / No. of the exam: 2 nd 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 checked="" 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. 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?
2. What kind of relationship ending strategies can be identified? Why is it important from the managerial perspective?
3. 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?
4. Describe different levels of managing customer relationships from the network perspective. Why do we need to understand these levels and their relationship?

Good luck with the exam!