

CRM & Marketing Exam (Prof. PP Bucalo)

GETTING PREPARED FOR THE EXAM

These are the materials you will have to study and be prepared for the exam:

1. **Textbook** Title: F. Buttle & S. Maklan, "Customer Relationship Management. Concepts and Technologies", **4th edition**, Routledge
 - You will have to study **ONLY** the following chapters (if you have previous editions of the book, please consider the titles of the chapters):
 1. Introduction to CRM;
 2. Understanding relationships;
 3. Customer acquisition;
 4. Customer retention and development;
 5. Customer portfolio management;
 6. Managing customer-experienced value;
 7. Managing customer experience;
 11. Developing & managing customer-related databases;
 12. Using customer-related data.
2. **All the slides and material covered during the classes**, which are accessible from the reserved area with the credentials communicated during the classes to attending students.
 - Non-attending students who want to access the course material must write an email to p.bucalo@lumsa.it from their @lumsastud email address to get their credentials.

ABOUT THE EXAM

The exam has now only a **mandatory written part**, since it will be only in presence.

There will be an **optional oral part**, right after the end of the written exam, only for the students with a minimum score a minimum of 18 over 30 in the written exam. The oral exam, based on your answers, may increase or decrease the score of the written part.

Students may have the opportunity to earn two additional bonus points by correctly completing one additional excel exercise.

A. WRITTEN EXAM

You will have to bring your own laptop with an internet connection to the classroom and your Lumsa Student ID.

On the exam day, you will receive a calendar invitation to a meeting on Google Meet.

- The written exam is divided in two parts:
 - PART A: 30 multiple choice questions (you have 45 minutes to complete it);
 - PART B: some open questions on two topics (you have 35 minutes to complete it).

- Multiple-choice questions (PART A) will represent 2/3 of the written exam score, while the open questions (PART B) will represent 1/3 of the written exam score.
- It is a quiz on Google Forms. Once the allocated time is over, if you have not submitted your exam, you will not have the possibility to do so, and you will lose your exam. If you finish your exam before the time runs out, you will have to stay connected to the meeting until the entire exam will finish.
For the PART B of the written exam, the same rules of the PART A are applied.

B. ORAL EXAM

- You may decide to take the (optional) oral exam after you will have received the results of the written exam.
- The oral exam will allow you to get a better rate, but it could backfire if you do not answer correctly.