Monash University
Semester Two Examination Period
2004
Faculty Of Information Technology

EXAM CODES: IMS5028
TITLE OF PAPER: Customer Relationship Management Systems
EXAM DURATION: 2 hours writing time
READING TIME: 10 minutes

THIS PAPER IS FOR STUDENTS STUDYING AT: (tick where applicable)

- Berwick
- Clayton
- Malaysia
- Distributed Learning
- Open Learning
- Caulfield
- Gippsland
- Peninsula
- Enhancement Studies
- Sth Africa
- Pharmacy
- Other (specify)

During an exam, you must not have in your possession, a book, notes, paper, calculator, pencil case, mobile phone or other material/item which has not been authorised for the exam or specifically permitted as noted below. Any material or item on your desk, chair or person will be deemed to be in your possession. You are reminded that possession of unauthorised materials in an exam is a discipline offence under Monash Statute 4.1.

AUTHORISED MATERIALS

CALCULATORS
- YES
- NO

OPEN BOOK
- YES
- NO

SPECIFICALLY PERMITTED ITEMS
- YES
- NO
if yes, items permitted are:

Candidates must complete this section if required to answer in this paper

STUDENT ID __ __ __ __ __ __ __ __ DESK NUMBER __ __ __ __
SURNAME ..................................................................................SIGNATURE..............................................
OTHER NAMES (in full) ............................................................................................................................
1. Define the following terms:
   a) Customer segmentation
   b) Customer churn
   c) on-line analytical processing(OLAP)
   d) clustering
   e) decision trees
   f) customer-centric data warehouse
   g) customer optimisation
   h) market-basket analysis
   i) clickstream analysis
   j) customer-centric data warehouse

   (10 x 2 = 20 marks)

2. Contrast the following terms:
   a) mass marketing; targeted marketing
   b) supervised data mining; unsupervised data mining
   c) up-selling, cross-selling
   d) customer behavioural data; customer circumstances
   e) analytical CRM; operational CRM

   (5 x 4 = 20 marks)

3. Describe the role of data warehouse in analytical CRM and discuss the challenges for the development of a data warehouse for CRM

   (25 marks)

4. What are neural networks? Describe how neural networks can be used for customer credit risk assessment.

   (15 marks)

5. How can data mining be used at each stage of the customer life cycle?

   (20 marks)

TOTAL MARKS: 20 + 20 + 25 + 15 + 20 = 100 marks