

泰山学院数字经济学院2022级国际经济与贸易

(新金融量化投资方向) 专业本科

2024~2025学年第一学期期末考试

海外商贸平台搭建与运营 试卷A

(试卷共6页, 答题时间100分钟)

注意事项	1. 请严格按照题号在相应答题区域作答, 超出答题区域的答案无效; 在草稿纸、试卷上答题无效。禁止填涂答题纸四角的识别区。																																																																																																															
	2. 答题前请先将姓名、学号填涂清楚。																																																																																																															
	3. 客观题使用2B铅笔填涂; 修改时用橡皮擦干净。																																																																																																															
	4. 保持卷面清洁, 不要装订、折叠、破损。																																																																																																															
填涂	正确填涂: 错误填涂:																																																																																																															
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一、跨境平台电商选品策略分析 (自选平台包括数据分析、图表和SWOT分析) (共100分)

1. (100分)

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