

泰山学院 旅游学院 2023级旅游管理专业 本科
 2023 ~ 2024学年 第一学期
 管理学 试卷A
 (试卷共4页, 答题时间90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。																																																																																																																																		
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一、单项选择题 (每题1分, 共10分)

1. [A] [B] [C] [D] 6. [A] [B] [C] [D]
 2. [A] [B] [C] [D] 7. [A] [B] [C] [D]
 3. [A] [B] [C] [D] 8. [A] [B] [C] [D]
 4. [A] [B] [C] [D] 9. [A] [B] [C] [D]
 5. [A] [B] [C] [D] 10. [A] [B] [C] [D]

二、多选题 (每题2分, 共20分)

1. [A] [B] [C] [D] 6. [A] [B] [C] [D]
 2. [A] [B] [C] [D] 7. [A] [B] [C] [D]
 3. [A] [B] [C] [D] 8. [A] [B] [C] [D]
 4. [A] [B] [C] [D] 9. [A] [B] [C] [D]
 5. [A] [B] [C] [D] 10. [A] [B] [C] [D]

三、判断题 (每题1分, 共10分)

1. [T] [F] 6. [T] [F]
 2. [T] [F] 7. [T] [F]
 3. [T] [F] 8. [T] [F]
 4. [T] [F] 9. [T] [F]
 5. [T] [F] 10. [T] [F]

四、简答题 (共20分)

1. (5分)

2. (5分)

3. (5分)

4. (5分)

学院: _____ 年级、专业、班级: _____ 学号: _____

密 封 线

五、案例分析题 (共20分)

1. (10分)

2. (10分)

六、论述题 (共20分)

1. (20分)