

学号:

姓名:

年级、专业、班级:

密

学院:

泰山学院信息科学技术学院2022级电子商务专业本科
2023~2024学年第一学期
网络营销期末考试(A卷)答题纸
(试卷共4页, 答题时间120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、单选题(每题2分, 共40分)

1. [A] [B] [C] [D] 6. [A] [B] [C] [D] 11. [A] [B] [C] [D] 16. [A] [B] [C] [D]
 2. [A] [B] [C] [D] 7. [A] [B] [C] [D] 12. [A] [B] [C] [D] 17. [A] [B] [C] [D]
 3. [A] [B] [C] [D] 8. [A] [B] [C] [D] 13. [A] [B] [C] [D] 18. [A] [B] [C] [D]
 4. [A] [B] [C] [D] 9. [A] [B] [C] [D] 14. [A] [B] [C] [D] 19. [A] [B] [C] [D]
 5. [A] [B] [C] [D] 10. [A] [B] [C] [D] 15. [A] [B] [C] [D] 20. [A] [B] [C] [D]

二、判断题(每题4分, 共20分)

1. [T] [F]
 2. [T] [F]
 3. [T] [F]
 4. [T] [F]
 5. [T] [F]

三、简答题(共40分)

1. (8分)

2. (8分)

3. (8分)

4. (8分)

线 封 密

5. (8分)

四、分析论述题 (共20分)

教师评语, 请勿在此区域作答

1. (20分)