

泰山学院 生物与酿酒工程学院
2020级葡萄与葡萄酒工程专业 本科
2023 ~ 2024学年第一学期 市场营销
(答题卡共8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。	学号(*必填项*)									
	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。	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]
	4. 保持卷面清洁, 不要装订、折叠、破损。	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]
填 涂	正确填涂: 错误填涂:	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	
		[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]
考 生 禁 填		[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]
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		[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]

一、论述题 (共100分) : 根据“市场营销学”课程内容, 结合你学到的知识, 请同学们对某一品牌的葡萄酒/啤酒进行市场调研, 利用SWOT工具对该葡萄酒/啤酒的市场环境、消费者市场等进行分析, 定位目标市场 (STP), 提出相应的市场策略 (4P)。要求自定题目, 有标题, 摘要, 关键词, 内容, 参考文献, 写作过程中, 语言要流畅, 论点表达要明确, 论据要充分, 字数要求3000字左右。(共100分)

教师评语, 请勿在此区域作答

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学院

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a thin black border around its edges.

学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

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