

泰山学院 经济管理学院
2020级 市场营销本科
2023 ~ 2024学年第1学期
《论文写作》试卷 B
(答题纸共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。										学号(*必填项*)																																																																																																																							
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一、拟定一个与专业相关的论文题目，撰写一份开题报告。要求参照学校论文开题报告要求的格式，开题报告包括调研资料的准备，选题依据、目的、主要研究内容；进度安排；完成任务所需条件、主要参考文献与资料情况等（参考文献7篇中文、1篇英文），字数1500—2500字。（共100分）

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

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