

学号:

姓名:

年级、专业、班级:

学院:

标

密

泰山学院商学院2023级市场营销专业本科  
2024~2025学年第二学期  
《市场营销英语》试卷A  
(试卷共4页, 答题时间120分钟)

|                  |                                                               |                          |                          |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------|---------------------------------------------------------------|--------------------------|--------------------------|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 注<br>意<br>事<br>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。                                    |                          |                          |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|                  | 4. 保持卷面清洁, 不要装订、折叠、破损。                                        |                          |                          |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 填<br>涂           | 正确填涂:  错误填涂:                                                  |                          |                          |                          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 考<br>生<br>禁<br>填 |                                                               | 缺考                       | 作弊                       | 违纪                       |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|                  |                                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] | [0] |
|                  |                                                               |                          |                          |                          | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] | [1] |     |
|                  |                                                               |                          |                          |                          | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] | [2] |     |
|                  |                                                               |                          |                          |                          | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] | [3] |     |
|                  |                                                               |                          |                          |                          | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] | [4] |     |
|                  |                                                               |                          |                          |                          | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] |     |
|                  |                                                               |                          |                          |                          | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] |     |
|                  |                                                               |                          |                          |                          | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] |     |
|                  |                                                               |                          |                          |                          | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] |     |
|                  |                                                               |                          |                          |                          | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] |     |

一、请将以下词组汉英互译 (每小题1分, 共15分)。请将答案写在答题区域。

|           |           |
|-----------|-----------|
| 1. _____  | 2. _____  |
| 3. _____  | 4. _____  |
| 5. _____  | 6. _____  |
| 7. _____  | 8. _____  |
| 9. _____  | 10. _____ |
| 11. _____ | 12. _____ |
| 13. _____ | 14. _____ |
| 15. _____ |           |

二、请用英语进行名词解释 (每题2分, 共10分)。请将答案写在答题区域。

|                                     |
|-------------------------------------|
| 1. _____<br>_____<br>_____<br>_____ |
| 2. _____<br>_____<br>_____<br>_____ |



3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

三、单选题 (每题2分, 共30分)。请将答案涂在对应位置。

- |                    |                     |                     |
|--------------------|---------------------|---------------------|
| 1. [A] [B] [C] [D] | 6. [A] [B] [C] [D]  | 11. [A] [B] [C] [D] |
| 2. [A] [B] [C] [D] | 7. [A] [B] [C] [D]  | 12. [A] [B] [C] [D] |
| 3. [A] [B] [C] [D] | 8. [A] [B] [C] [D]  | 13. [A] [B] [C] [D] |
| 4. [A] [B] [C] [D] | 9. [A] [B] [C] [D]  | 14. [A] [B] [C] [D] |
| 5. [A] [B] [C] [D] | 10. [A] [B] [C] [D] | 15. [A] [B] [C] [D] |

四、判断题 (每题1分, 共10分)。请将答案涂在对应位置。

- |            |             |
|------------|-------------|
| 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] |

请勿在此区域作答

五、简答题 (每题5分, 共15分)。请将答案写在答题区域。

1. What are the components of PESTEL model? (5分)

2. Please give several advice for writing a press release. (5分)

3. What are the responsibilities of a marketing executive? Please list at least 3 items. (5分)

六、作文题（共20分）。请将答案写在答题区域。