

泰山学院商学院2023级市场营销专升本

2023 ~ 2024学年第二学期

市场营销调研 试卷B

(答题纸共6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] | [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] |
|      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [5]       | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] | [5] |
|      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [6]       | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] | [6] |
|      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [7]       | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] | [7] |
|      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [8]       | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] | [8] |
|      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [9]       | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] | [9] |

一、单选题 (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、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]

三、名词解释 (共15分)

1. (3分)

2. (3分)

3. (3分)

4. (3分)

5. (3分)

请勿在此区域作答



四、简答题（共20分）

1. (10分)

2. (10分)



五、实务应用题（共45分）

1. (10分)

2. (15分)



----- 密 封 线 -----



3. (20分)

