

泰山学院经济管理学院2021级市场营销专业本科

2023~2024学年第一学期

《市场营销英语》试卷A

(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。		
填 涂	正确填涂: 错误填涂:		
考 生 禁 填	缺考 ☐	作弊 ☐	违纪 ☐

学号(*必填项*)										
[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]
[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]
[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]
[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]
[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]
[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]
[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]
[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]
[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]
[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3分, 共15分)。请将答案写在答题区域。

1. _____ _____
2. _____ _____

3. _____ _____
4. _____ _____
5. _____ _____

三、单选题 (每题2分, 共20分)。请将答案涂在对应位置。

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

四、判断题 (每题2分, 共10分)。请将答案涂在对应位置。

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

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 Porter's Five Forces model? (5分)
2. During a focus group, how to be a good moderator? (5分)



3. Please list at least 5 methods for setting a marketing budget. (5分)

六、Business Writing应用文（第1题10分，第2题15分，共25分）。请将答案写在答题区域。

[illegible]

Version 5.0

[illegible]