

泰山学院商学院2022级市场营销专业本科
2023~2024学年第二学期
客户关系管理 试卷A答题纸
(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。										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。										<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td></tr> <tr><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td></tr> <tr><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td></tr> <tr><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td></tr> <tr><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td></tr> <tr><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td></tr> <tr><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td></tr> <tr><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td></tr> <tr><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td></tr> <tr><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td></tr> </table>																				[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[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]
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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   																																																																																																																																	

一、单选题 (每题1分, 共15分)

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

二、多选题（每题2分，共20分）

1. [A] [B] [C] [D]
2. [A] [B] [C] [D]
3. [A] [B] [C] [D]
4. [A] [B] [C] [D]
5. [A] [B] [C] [D]
6. [A] [B] [C] [D]
7. [A] [B] [C] [D]
8. [A] [B] [C] [D]
9. [A] [B] [C] [D]
10. [A] [B] [C] [D]

三、填空题 (共20分)

- 1.
- 2.
- 3.
- 4.
- 5.

四、简答题 (共25分)

1. (5分)	
2. (5分)	
3. (5分)	
4. (5分)	



5. (5分)



五、论述题（共20分）

1. (10分)



2. (10分)

