

学号:

姓名:

年级、专业、班级:

学院:

标

密

泰山学院商学院2022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 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、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. _____ _____ _____
2. _____ _____ _____



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。

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

Version 2.0

[illegible]