

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
企业文化 试卷A答题纸
(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。																																																																																																																							
	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: <input checked="" type="checkbox"/> 错误填涂: <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>																																																																																																																							
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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、多选题 (每题2分, 共10分)

1. [A] [B] [C] [D] [E]
2. [A] [B] [C] [D] [E]
3. [A] [B] [C] [D] [E]
4. [A] [B] [C] [D] [E]
5. [A] [B] [C] [D] [E]

三、判断题 (每题1分, 共15分)

1. [T] [F] 6. [T] [F] 11. [T] [F]
2. [T] [F] 7. [T] [F] 12. [T] [F]
3. [T] [F] 8. [T] [F] 13. [T] [F]
4. [T] [F] 9. [T] [F] 14. [T] [F]
5. [T] [F] 10. [T] [F] 15. [T] [F]

四、名词解释 (共12分)

1. (3分)

2. (3分)

3. (3分)

4. (3分)

五、简答题 (共30分)

1. (6分)

2. (6分)

学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

密

线

3. (6分)

4. (6分)

5. (6分)

六、论述题 (共23分)

1. (8分)

学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

密 封 线

2.

2. (8分)

3.

3. (7分)