

泰山学院商学院2024级市场营销专业专升本

2024~2025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<br>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. _____<br>_____ |
| 2. _____<br>_____ |
| 3. _____<br>_____ |

|                   |
|-------------------|
| 4. _____<br>_____ |
| 5. _____<br>_____ |

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] |

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 FIVE elements of promotional mix? (5分)

2. During an exhibition, how to be a good stand staffer? (5分)



3. Please list at least 3 tips to make the website copy stand out. (5分)

六、翻译题（共10分）。请将答案写在答题区域。

七、作文题（共20分）。请将答案写在答题区域。

