

泰山学院商学院2023级市场营销
(新媒体营销方向) 专业本科
2024~2025学年第二学期
《新媒体品牌管理》试卷B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。																																																																																																																							
	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="radio"/> <input type="radio"/>																																																																																																																							
考生禁填	缺考		作弊		违纪																																																																																																																			
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																																		
	学号(*必填项*)																																																																																																																							
	<table border="1" style="width: 100%; border-collapse: collapse;"> <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><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><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><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><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><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><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><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><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><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><td>[9]</td></tr> </table>										[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]
[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、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20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]

三、判断题 (每题1分, 共10分)

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

四、名词解释 (共9分)

1. (3分)

2. (3分)

3. (3分)

五、简答题 (共15分)

1. (5分)

2. (5分)

学院: _____ 姓名: _____ 班级: _____ 学号: _____

密 封 线

2. (8分)

1. (8分)

六、论述题 (共16分)

3. (5分)

七、案例分析题 (共20分)

1. (10分)

2. (10分)