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.....	5
.....	20
10 .....	30
.....	32

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1. 1-1 .....	38
2. 1-2 .....	40
3. 1-3 .....	43
4. 1-4 .....	45
5. 1-5	

1.	2-1,	.....	123
2.	2-2,	.....	126
3.	2-3,	.....	130
4.	2-4,	.....	132
5.	2-5,	.....	135
6.	2-6,	.....	138
7.	2-7,	.....	141
8.	2-8,	.....	144
9.	2-9,	.....	147
10.	2-10,	.....	150
11.	2-11,	.....	153
12.	2-12,	.....	155
13.	2-13,	.....	158
14.	2-14,	.....	161
15.	2-15,	.....	164
16.	2-16,	.....	167
17.	2-17,	.....	170
18.	2-18,	.....	173
19.	2-19,	.....	176
20.	2-20,	.....	179

.....

1.	3-1	.....	182
2.	3-2	.....	187
3.	3-3	.....	193
4.	3-4	( ).....	198
5.	3-5	.....	204
6.	3-6	.....	209
7.	3-7	.....	215
8.	3-8	.....	221
9.	3-9	.....	226
10.	3-10	.....	231

.....

1.	4-1,	.....	237
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2.	4-2		.....	241
3.	4-3		.....	243
4.	4-4		....	246
5.	4-5	" . "		
.....				249
6.	4-6		.....	252
7.	4-7		....	254
8.	4-8		.....	257
9.	4-9		.....	260
10.	4-10		.....	262
11.	4-11	SKG		265
12.	4-12		.....	267
13.	4-13		.....	272
14.	4-14,	" "		275
15.	4-15,		.....	277
16.	4-16		.....	280
17.	4-17		.....	283
18.	4-18	" "	.....	286
19.	4-19		.....	289
20.	4-20	NOCOL " "		
.....				292
.....				
1.	5-1	Reno10		
.....				295
2.	5-2	Geneo Personal		
.....				298
3.	5-3			
.....				301
4.	5-4			
.....				303
5.	5-5			
.....				306
6.	5-6	I H		
.....				309

7.	5-7	312	
8.	5-8	315	
9.	5-9	K	318
10.	5-10	321	
11.	5-11	9	324
12.	5-12	327	
13.	5-13	330	
14.	5-14	332	
15.	5-15	335	
16.	5-16	339	
17.	5-17	341	
18.	5-18	344	
19.	5-19	347	
20.	5-20	349	

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		5	2 3	
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		10	5 5	
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		5	1 2	2	
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					4
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		2		2	2
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		5			2		3
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		3			1		2
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	22	8					
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			3	80%	2	1	
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			3	80%	2	,
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		7	3		4
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		5			

	8		2		6
			3		
	10	3			
					4
	5		2		3
	5				
	3		1		2
	2				0.5
	8				
			1		
	3		80%	2	
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					1
	3				
		1			1
	3		3		15
		1—2			0.5
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		7		3	4
		5			
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		8		2	6
		10	3	3	4
		5		2	3
		5			
		3		1	2
		2			0.5
		8		1	
		3		80%	2
	22	3			1
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		3	1		1
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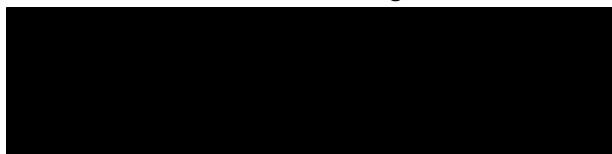
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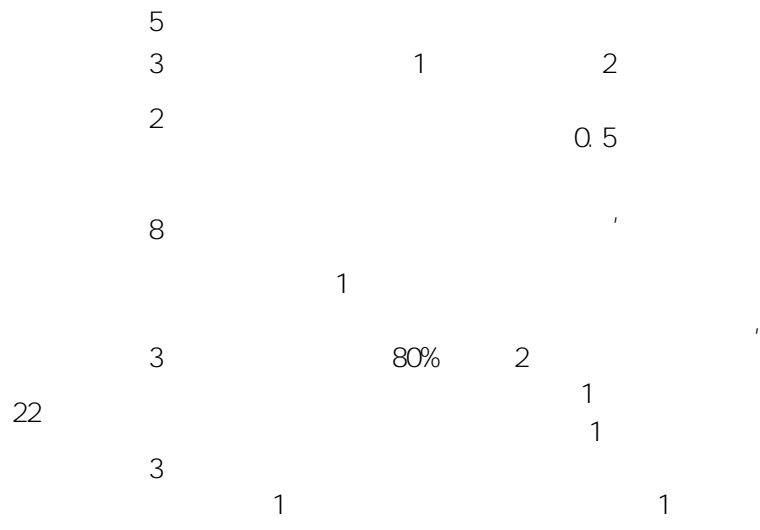
2

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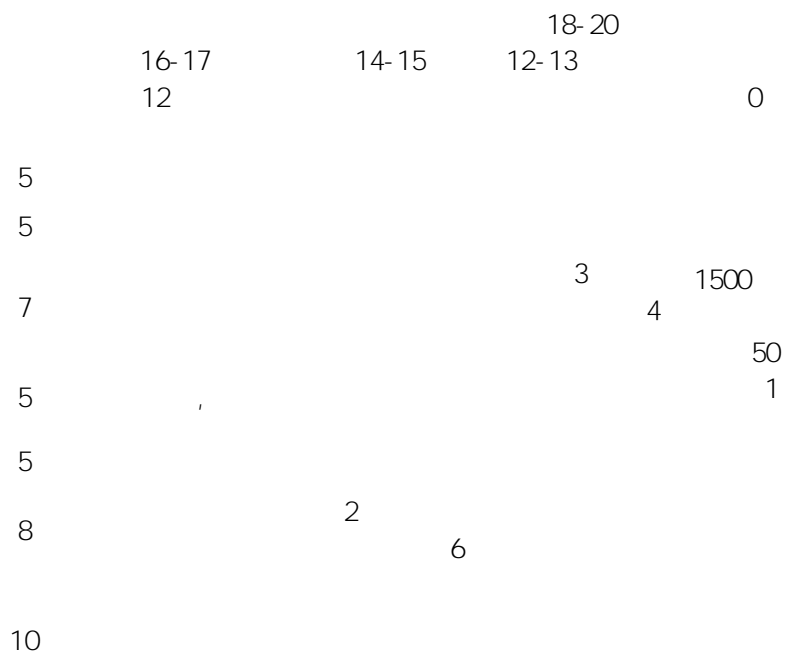
	70	30
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	70	30
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			16-17 12	14-15	18-20 12-13	0
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		5				
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		8		2	6	
		10	3	3	4	
		5		2	3	
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		3		1	2	
		2			0.5	
		8		1		
		3		80%	2 1	
	22	3			1	
		3	1		1	
		3	1-2	3	15 0.5	
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	20	20	16-17 12	14-15	
				18-20 12-13	
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		7		3	4
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		8		2	6
		10	3	3	4
		5		2	3
		5			
		3		1	2
		2			0.5
		8		1	
	22	3		80%	2
		3			1
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	3	1-2	3	15 0.5	

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	3	1	
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	3	1-2	0.5
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	%	%
7000	28.26	28.26
7000 8000	33.70	61.96
8000 9000	10.87	72.83
9000 10000	18.48	91.31
10000	8.69	100.00

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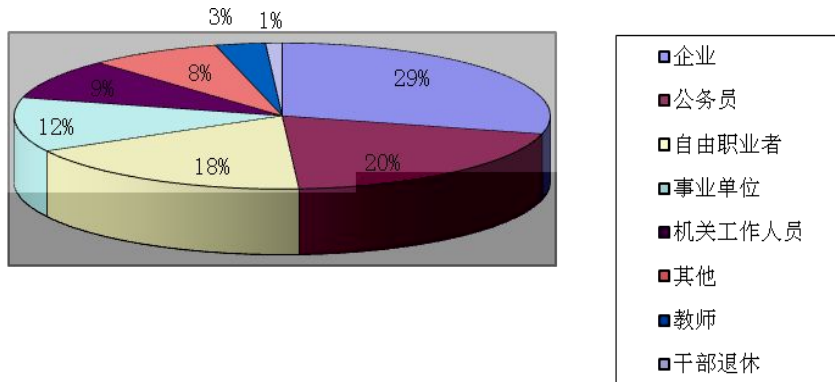
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2

	%	%
	36.96	36.96
	34.78	71.74
	8.70	80.44
	17.39	97.83
	2.17	100.00

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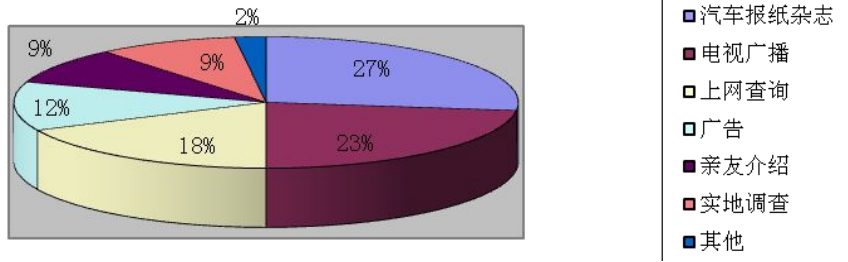
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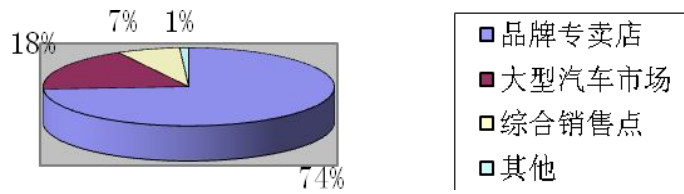
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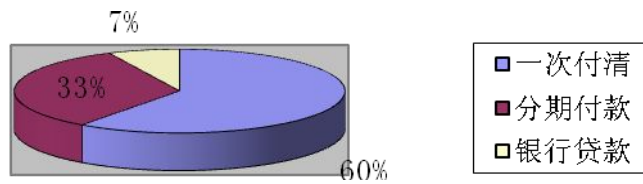
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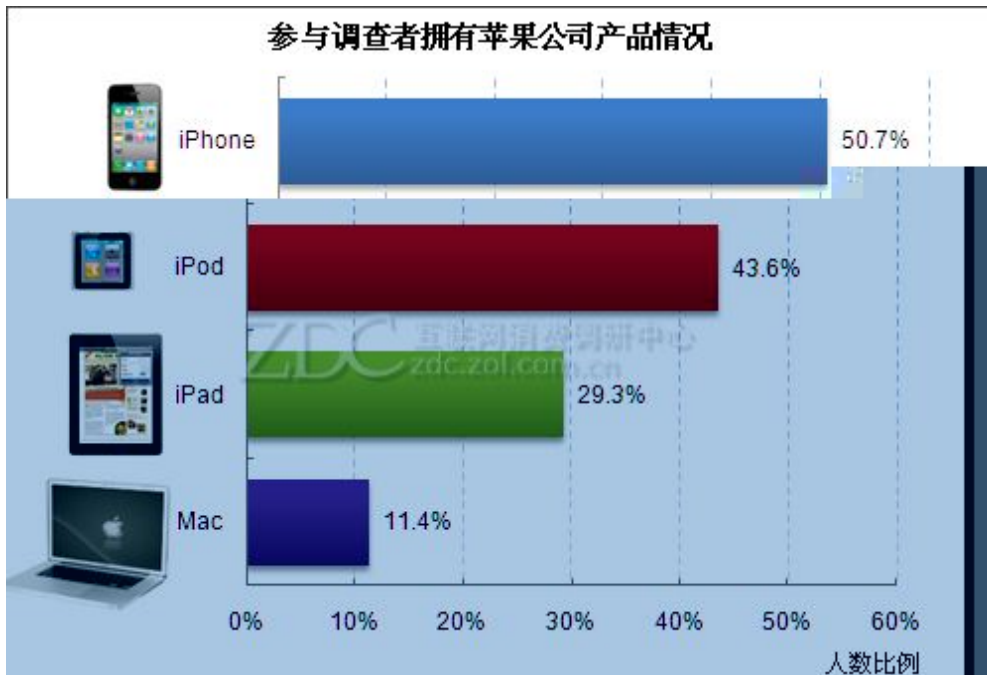
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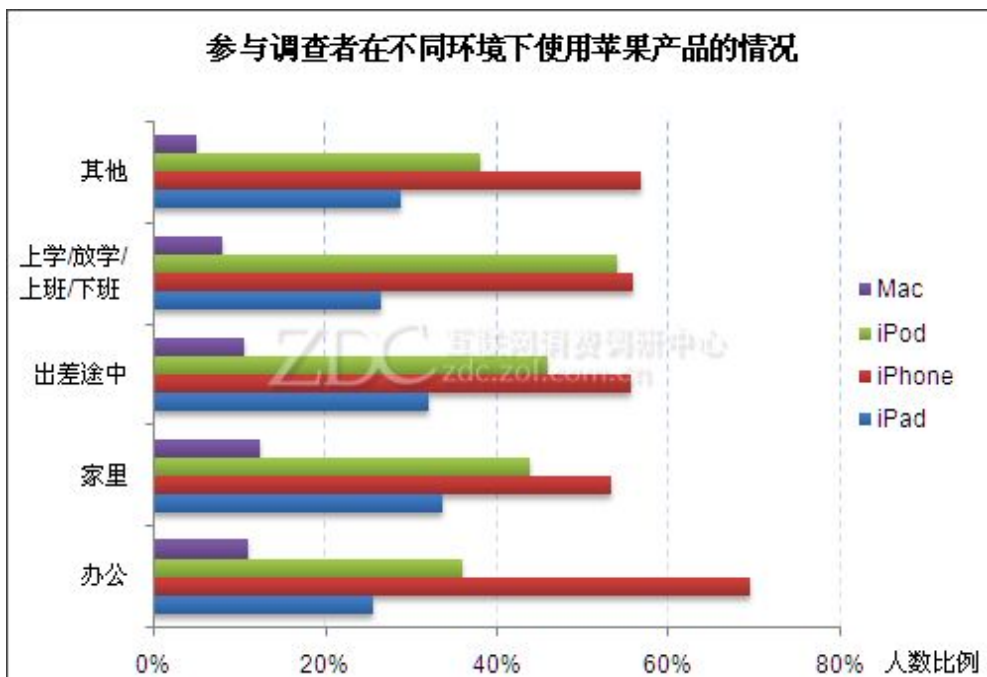
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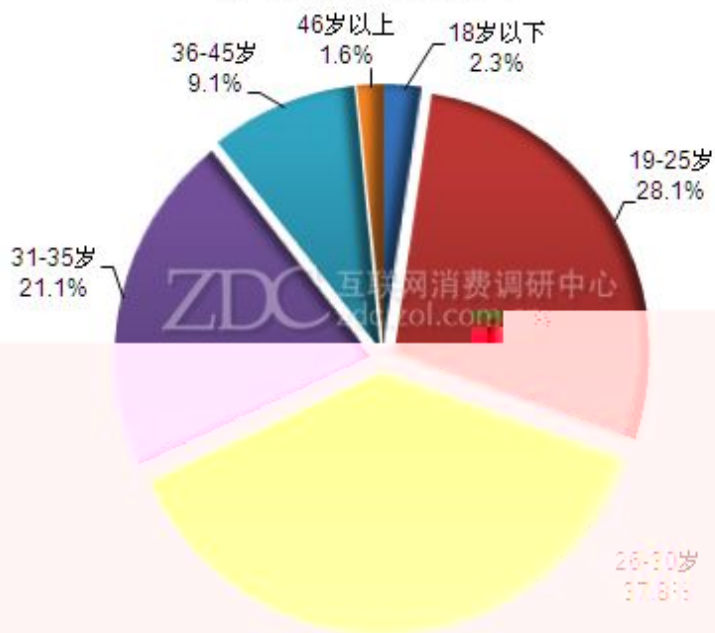
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参与调查者的性别分布



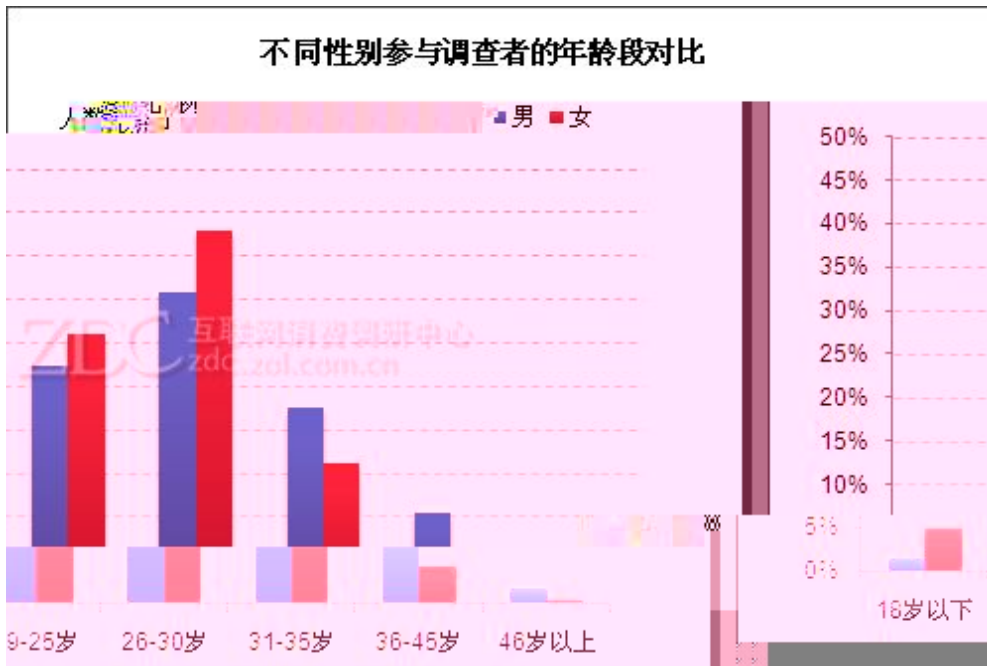
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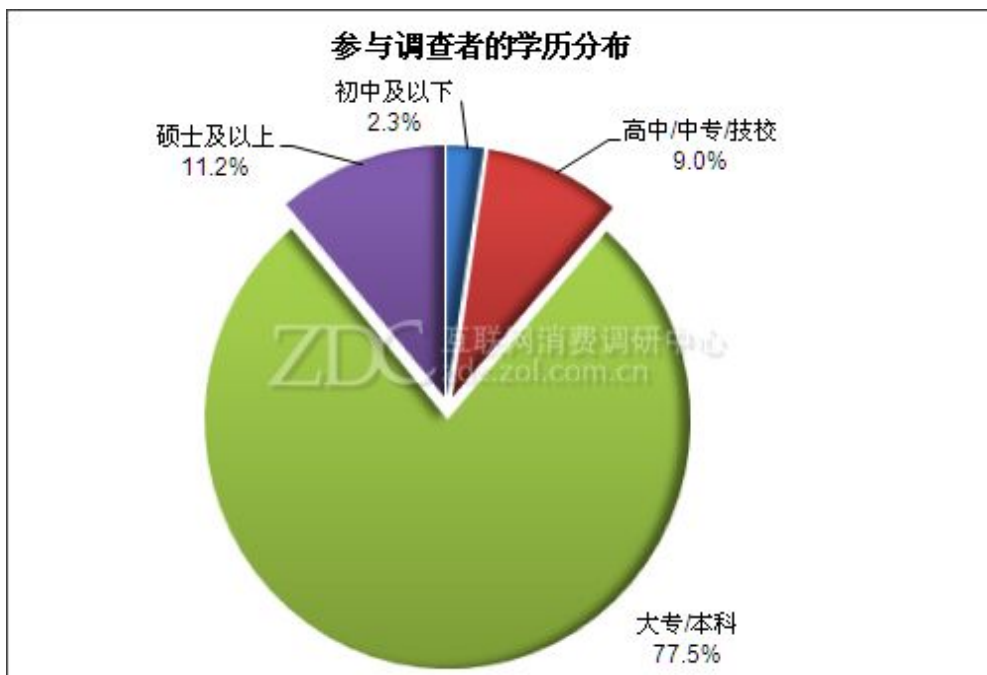


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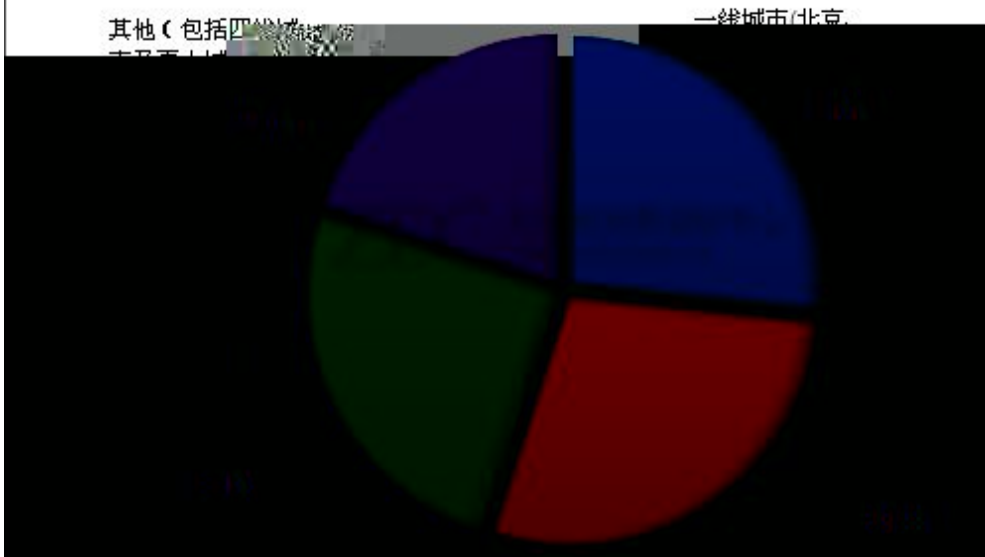


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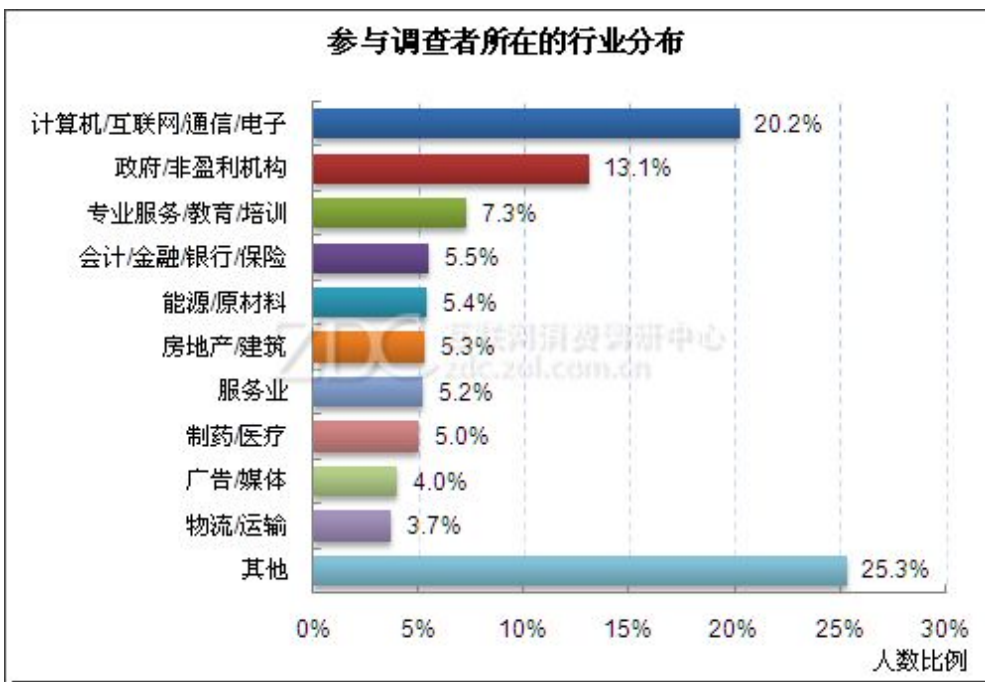
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参与调查者的地域分布

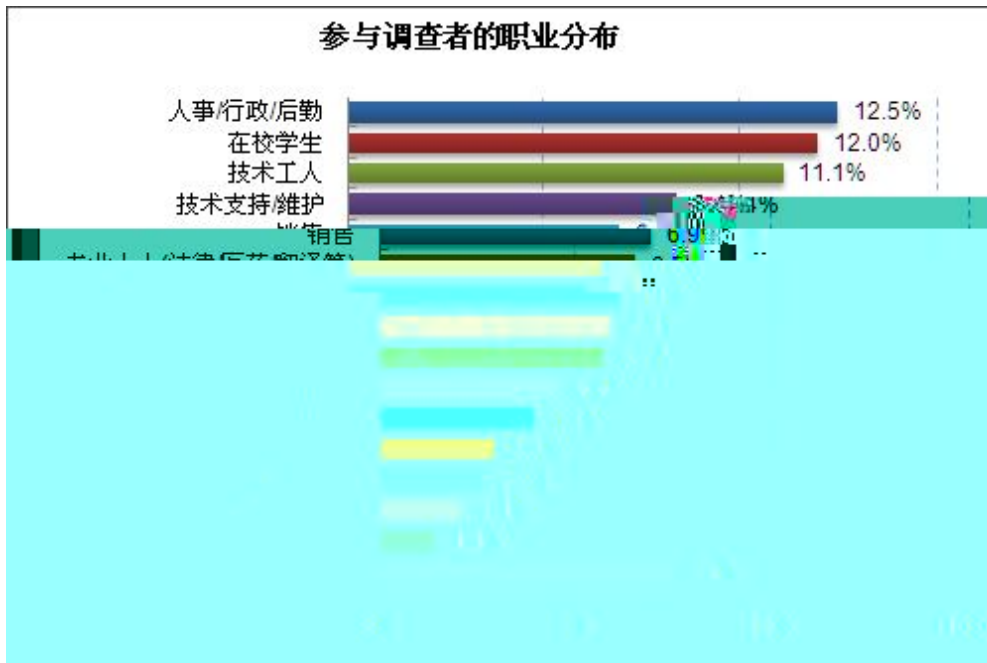


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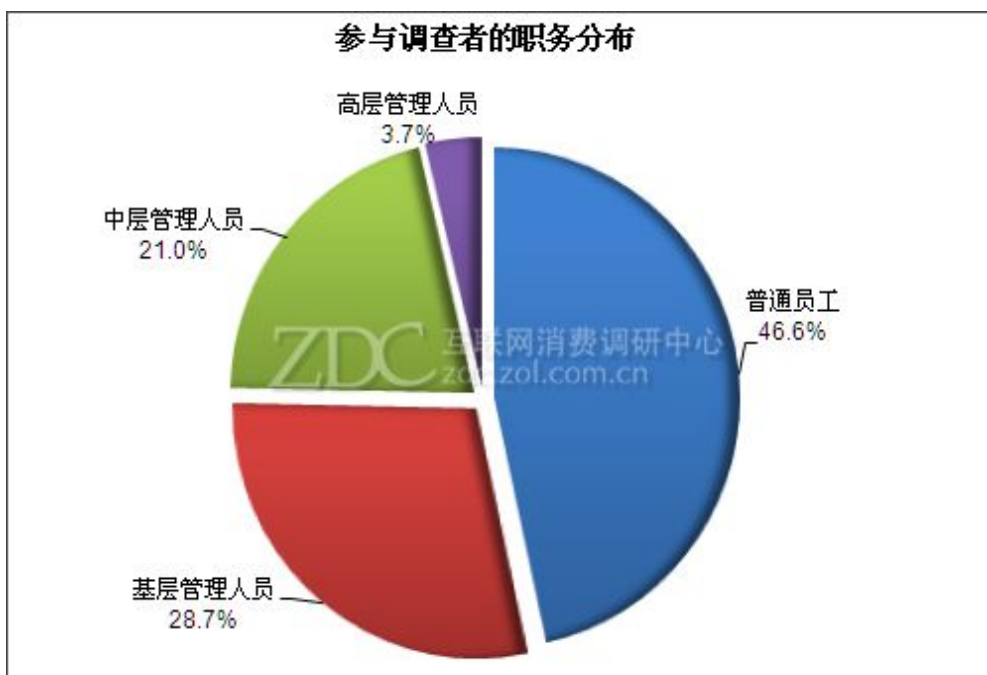
参与调查者所在的行业分布



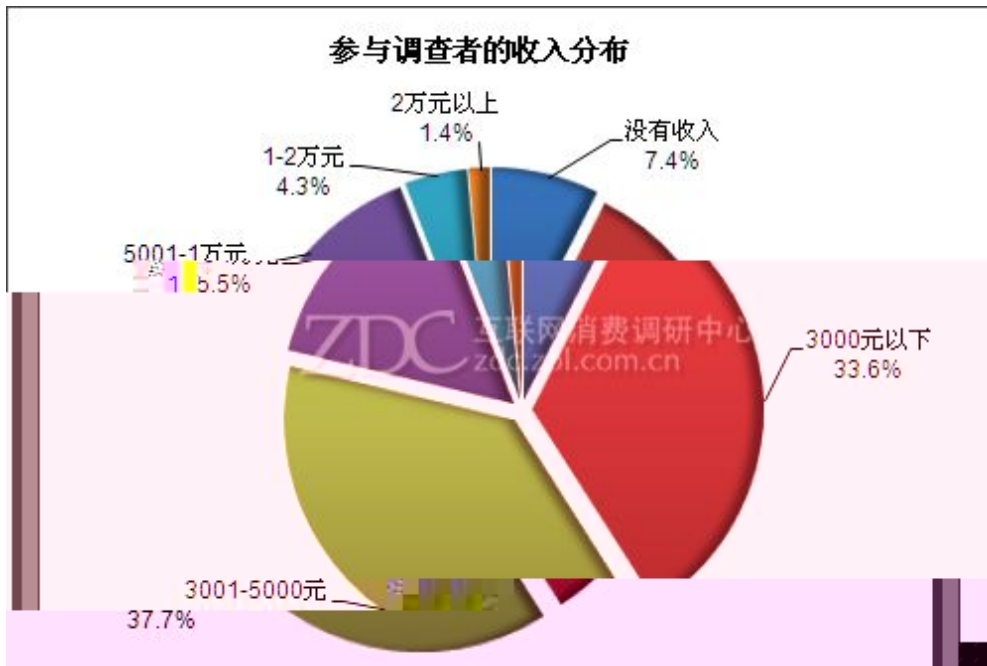
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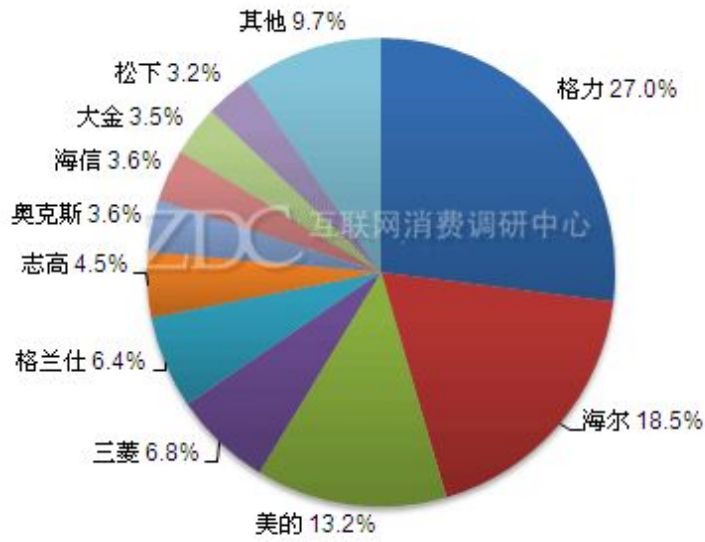
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20		20			
			14-15	18-20 12-13	16-17 12
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		10			5
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		100			

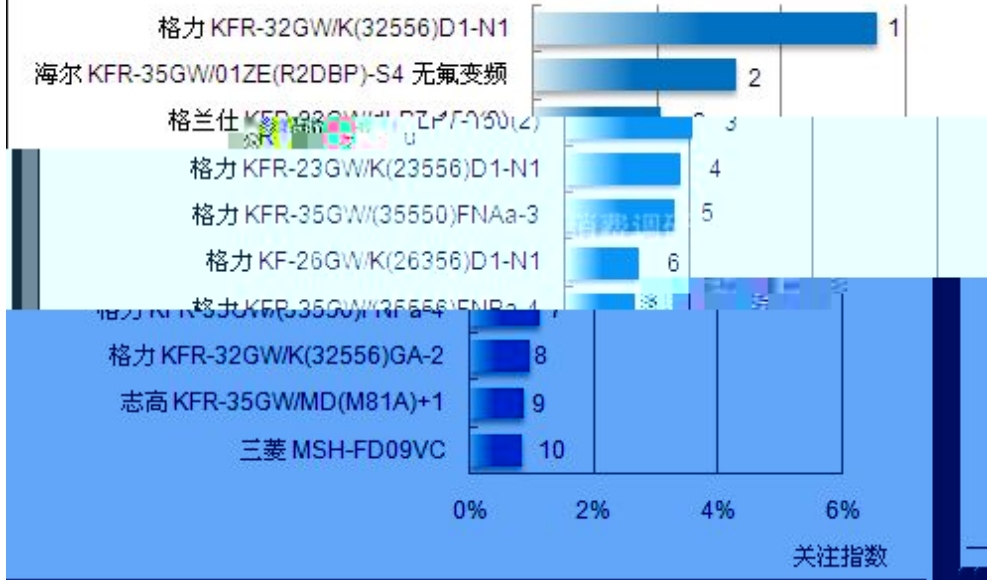
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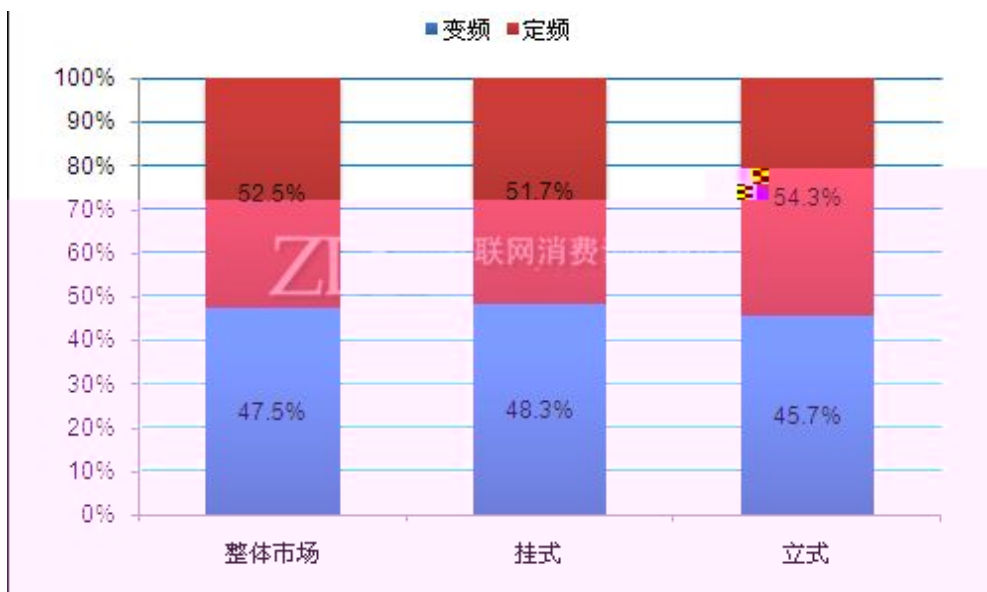
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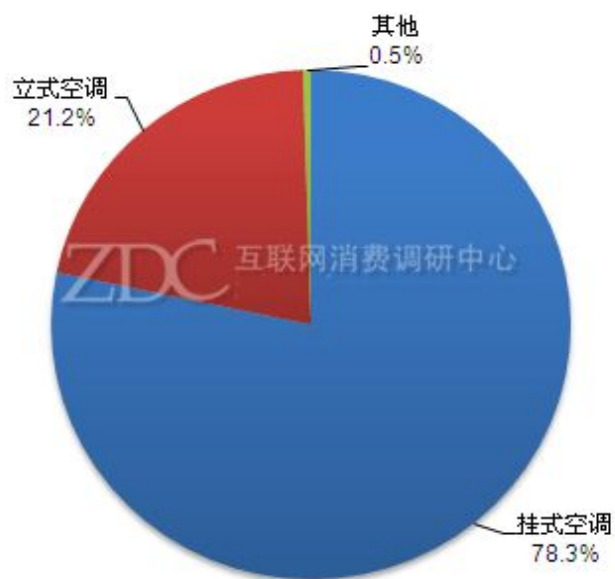
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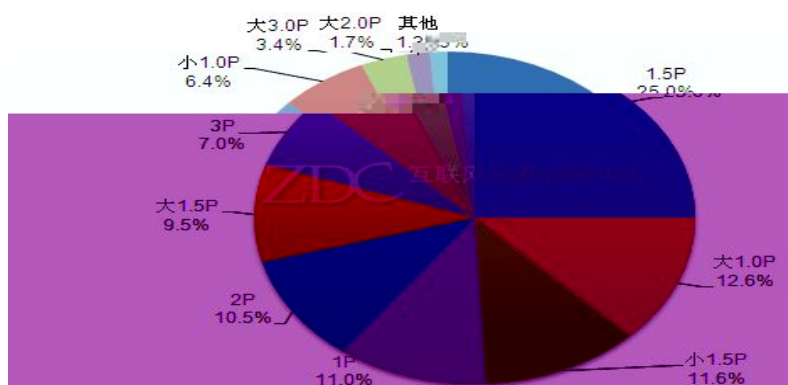
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2	K -35 W01 ( 2 )-S4	2, 599		1. 5	4
3	_____ K -23 W 7-150(2)	1, 199		1. 0	2
4	K -23 WK( 23556) 1-N1	1, 999		1	1
5	K -35 W( 35550) N -3	2, 999		1. 5	3
6	K -26 WK( 26356) 1-N1	1, 750		1. 0	1
7	K -35 W( 35556) N -4	2, 899		1. 5	4
8	K -32 WK( 32556) -2	2, 350		1. 5	2
9	K -35 WM( M81 )+1	1, 699		1. 5	1
10	M&H_09_	2, 995		1. 0	3



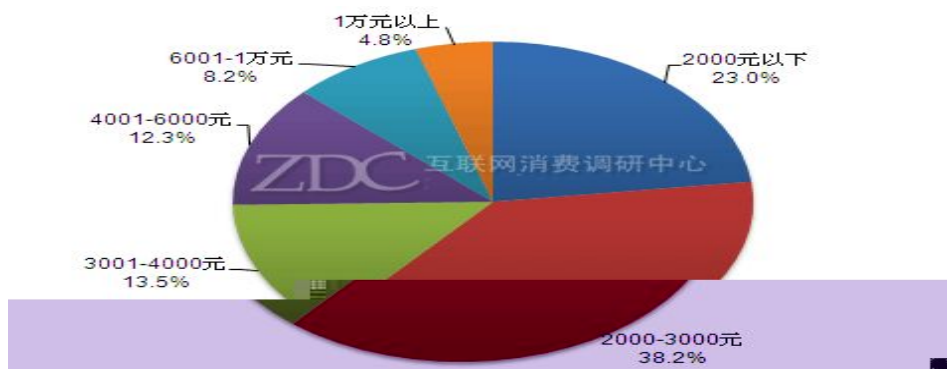
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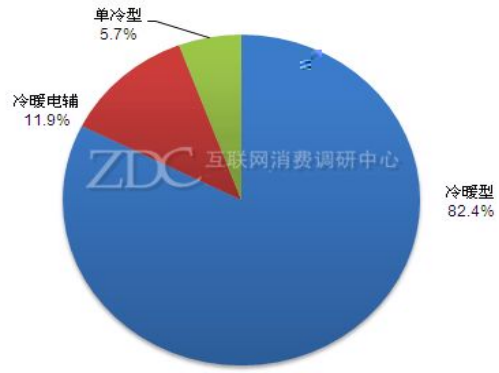


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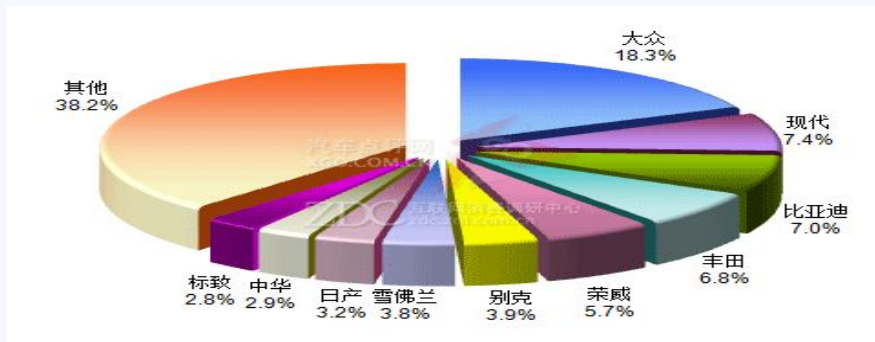
20	20		14-15	18-20 12-13	16-17 12
	8				0
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	7		3	4	
	12		2	2	4
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			2	4	
	10				5
			5	3	2
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14.

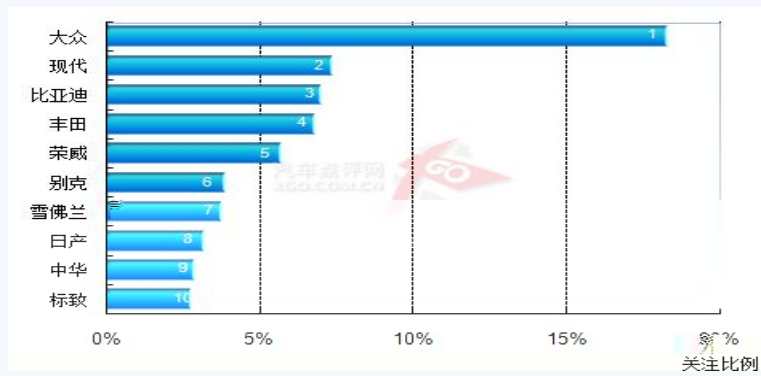
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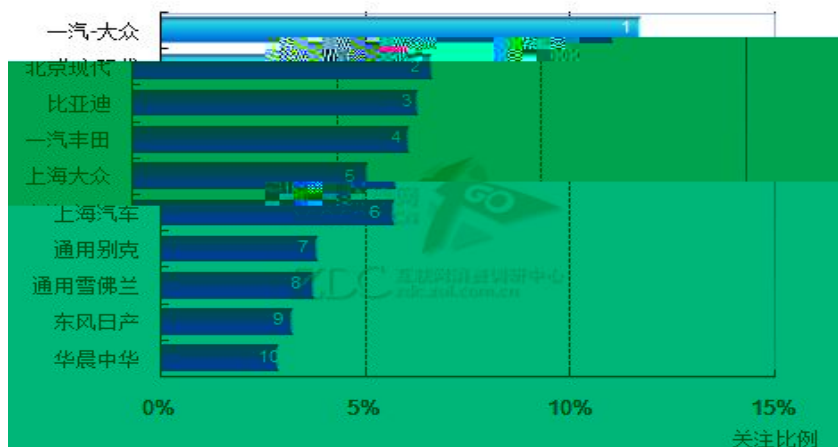
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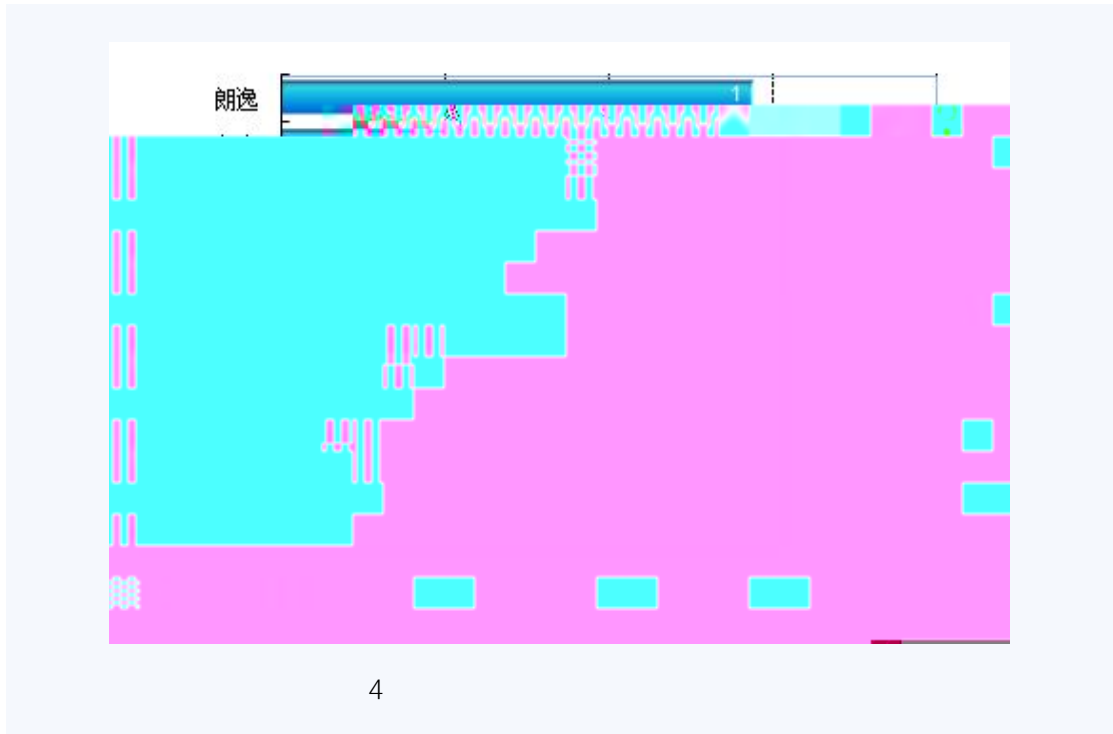


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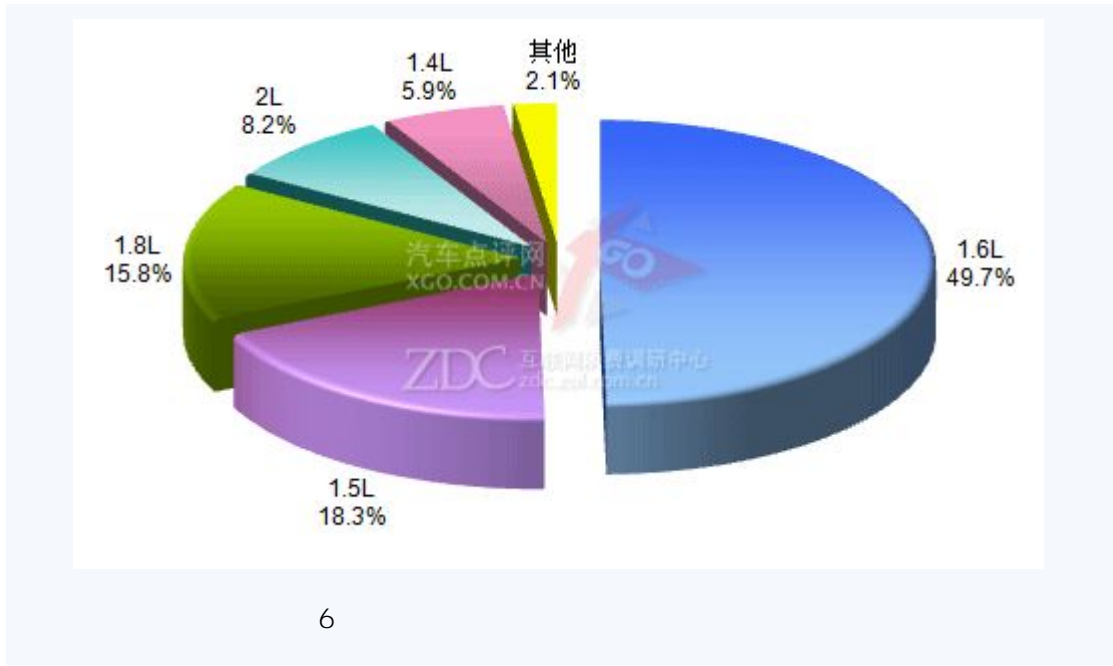


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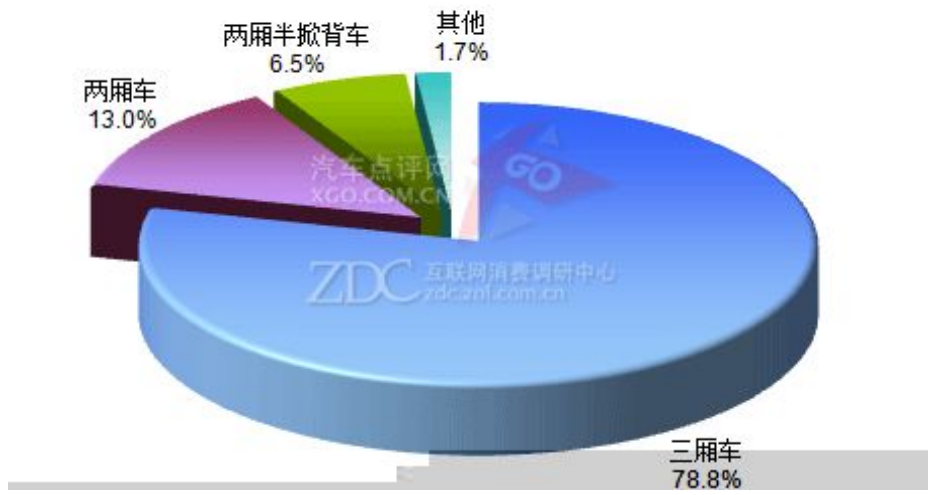


卡罗拉 1.6L GL天窗特别版 MT

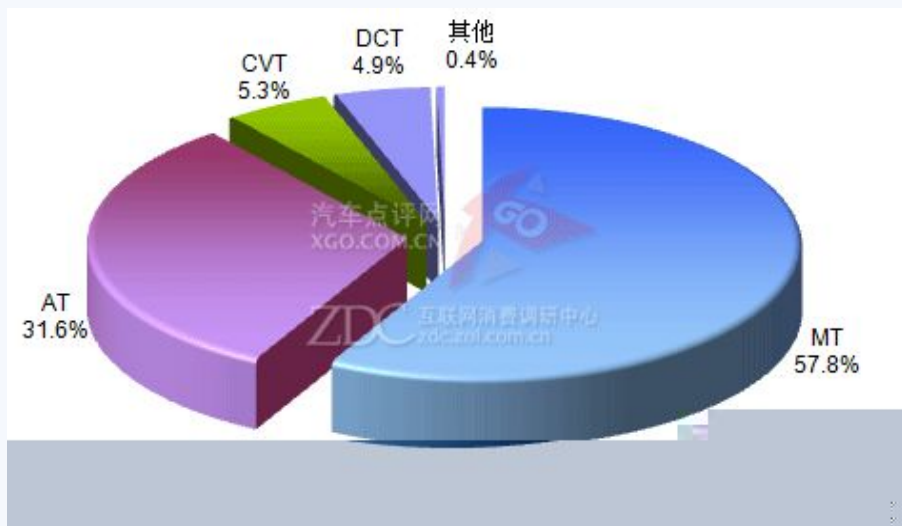
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2

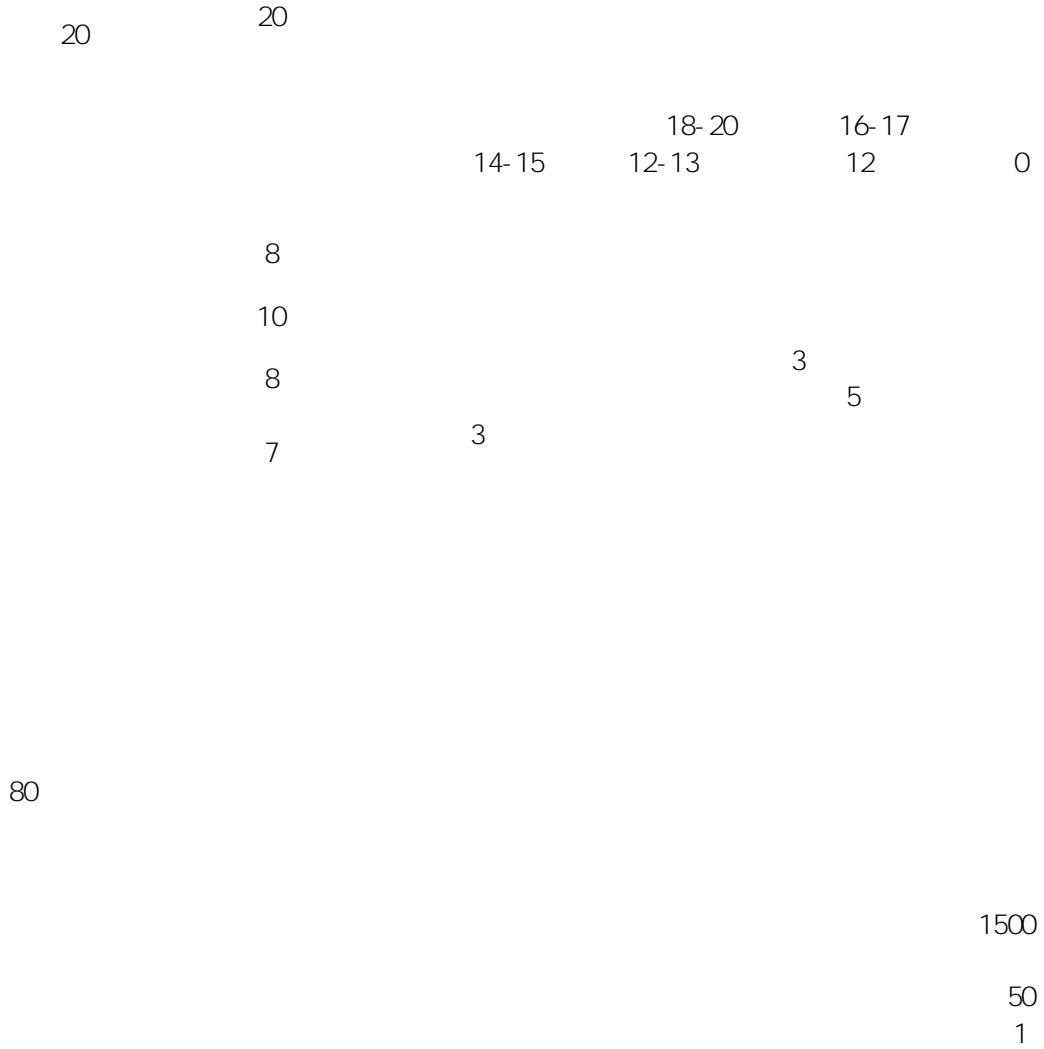
	70	30
	2	

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180

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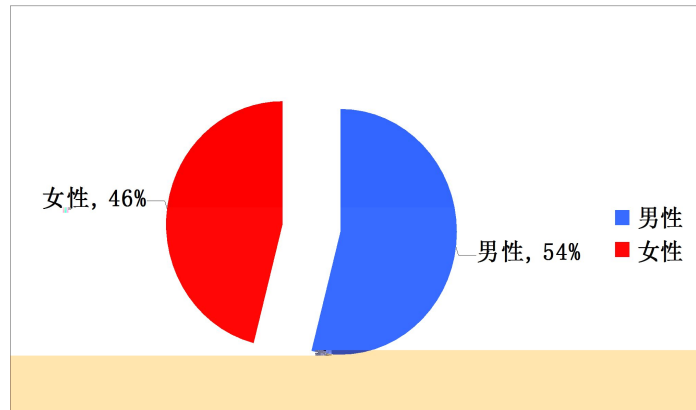
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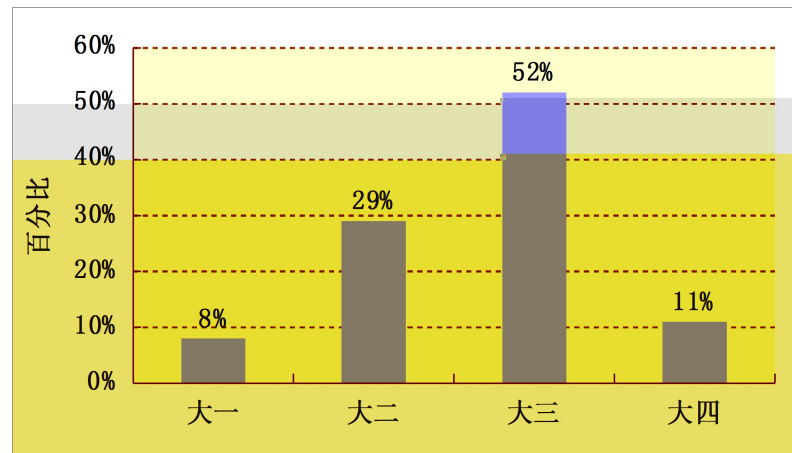
80

1000

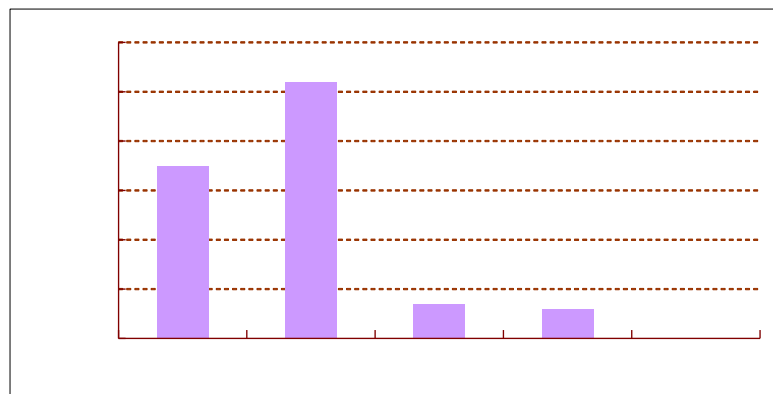
1000



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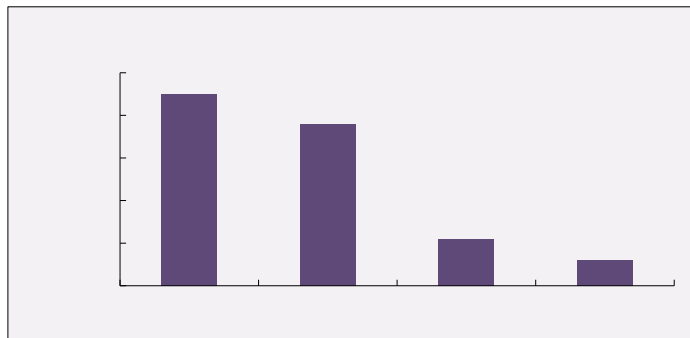


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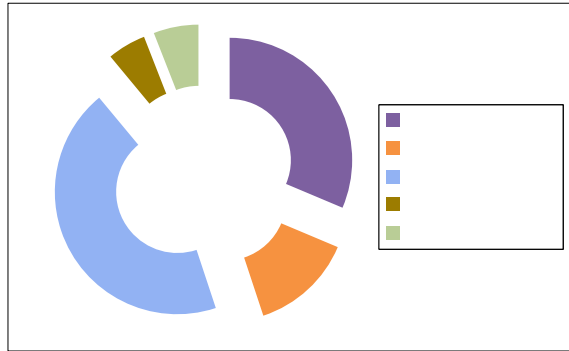
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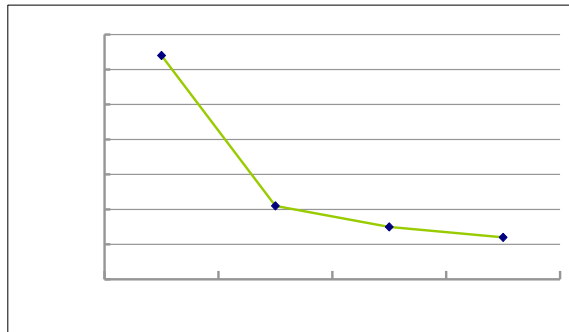


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	70	30	
	2		

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20	20		14-15	18-20 12-13	16-17 12		0
80	8						
	10						
	8				3	5	
	7		3	4			
	12		2	2	2	4	
	20		4	4	2	6	1500
	10		2	4			50
	10		5		3	2	1

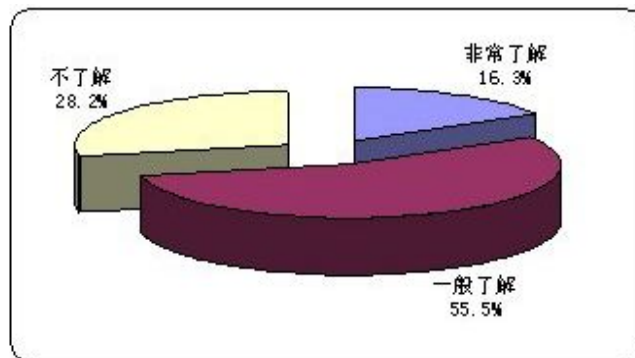
			5		
			100		

16. 1-16  
1

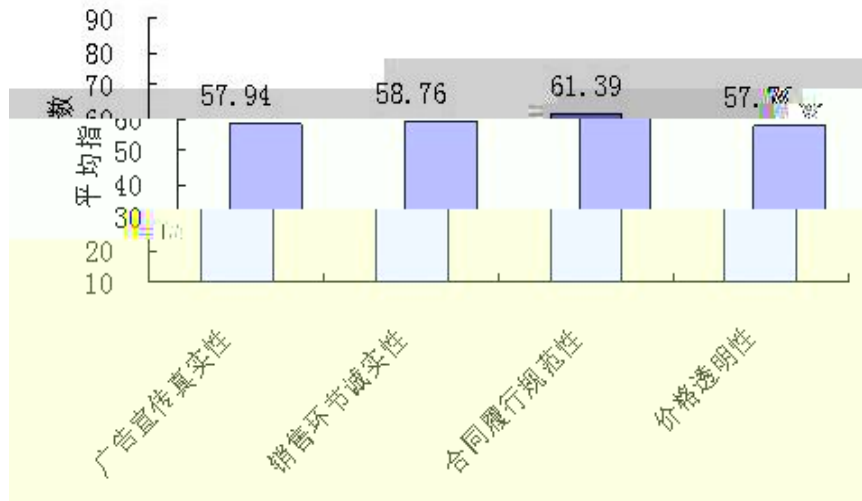
12 218 " " " "  
1-3 " "

18500 16376 88.52%

:

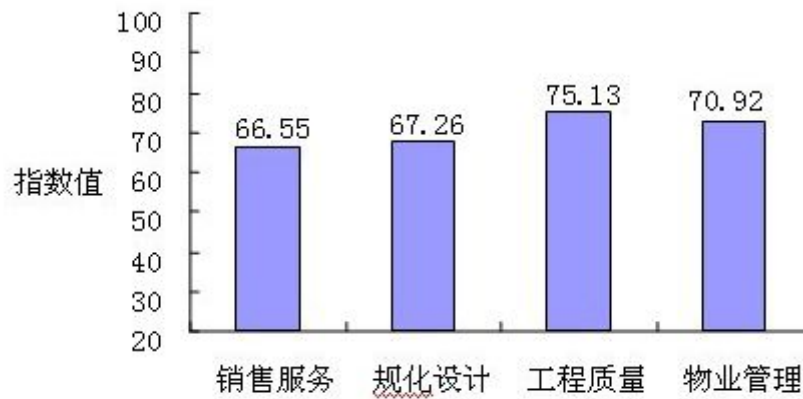


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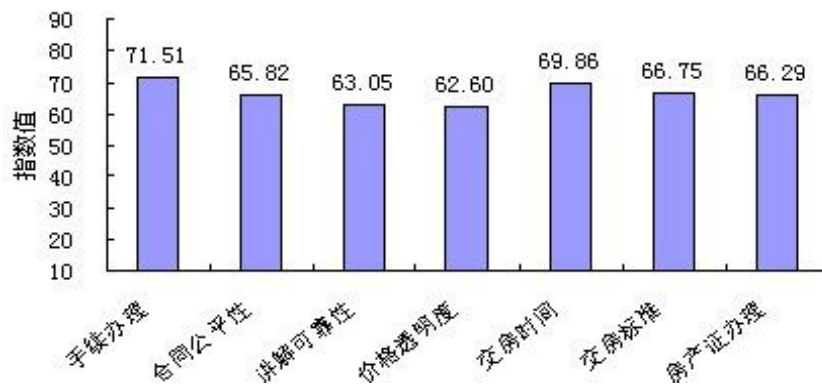


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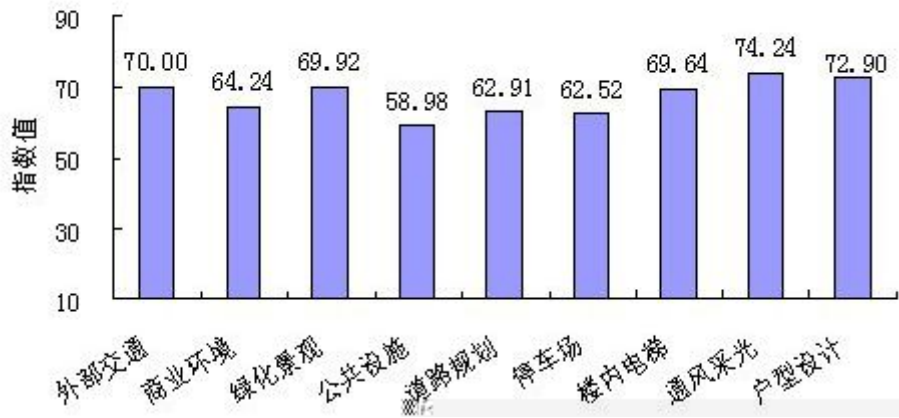
0-100 50 " " 50-60 " " 60-70 " " 70-80  
 " " 80 " "



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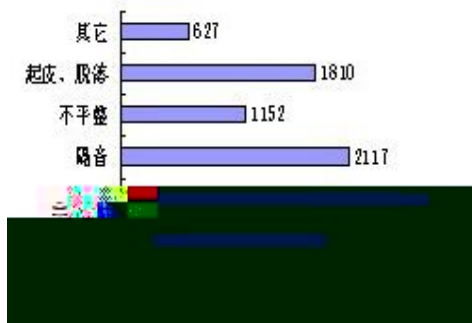
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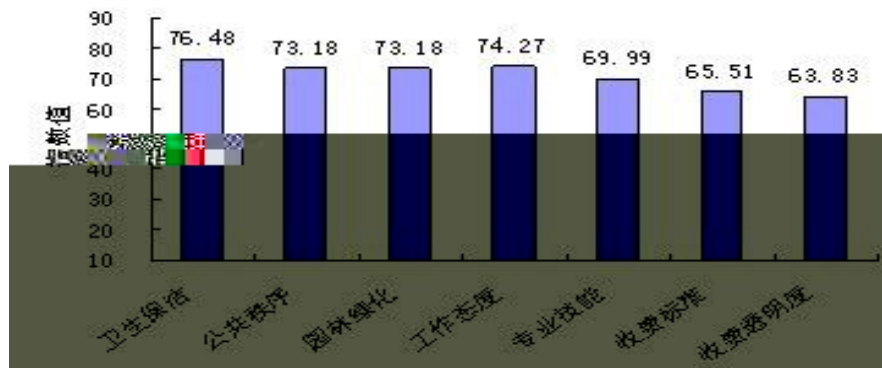
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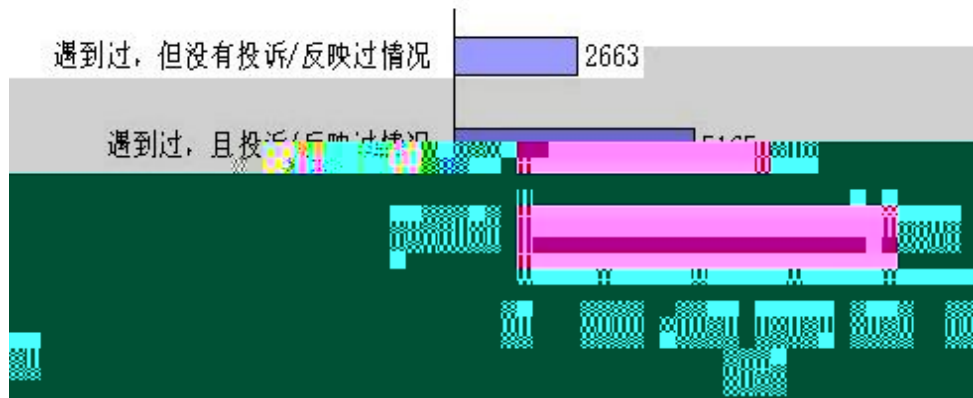
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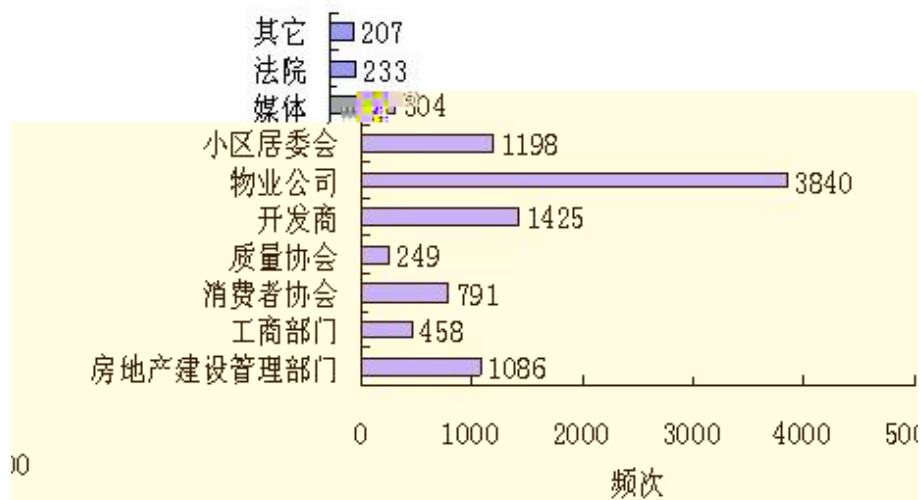
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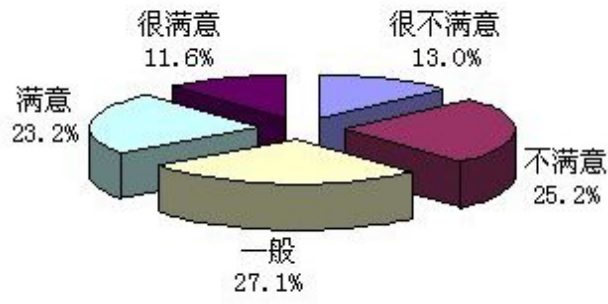


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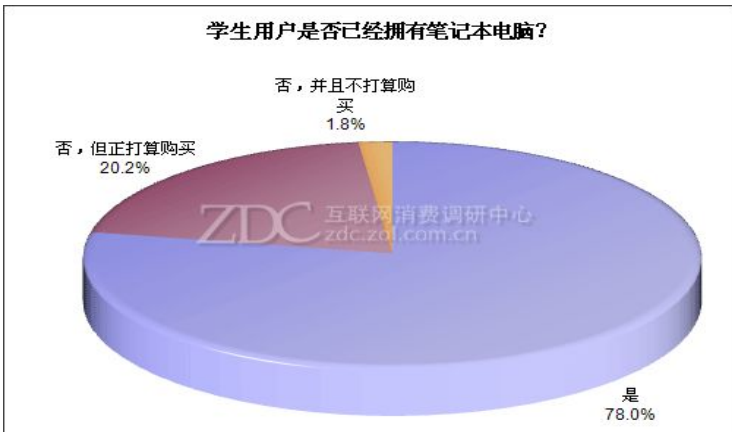
20		20		14-15	18-20 12-13
					16-17 12
			0		
80		8			
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		8			3
					5
		7		3	4
		12		2	2
					4
					2
		20		4	4
					6
			4		
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	10				
				5	
			5	3	
				2	
	5				
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17.

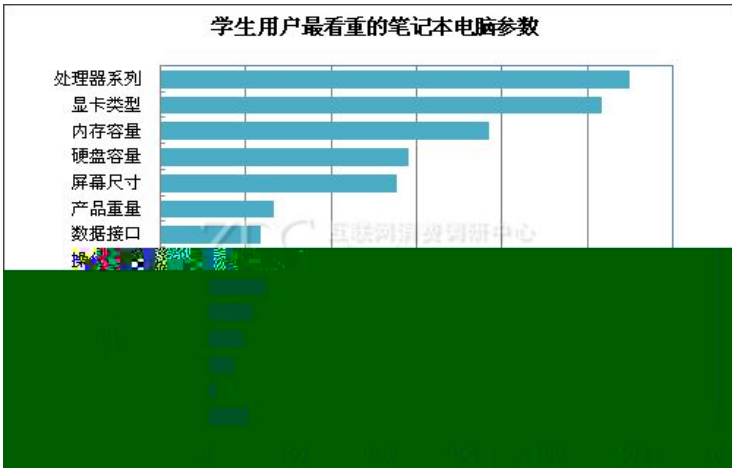
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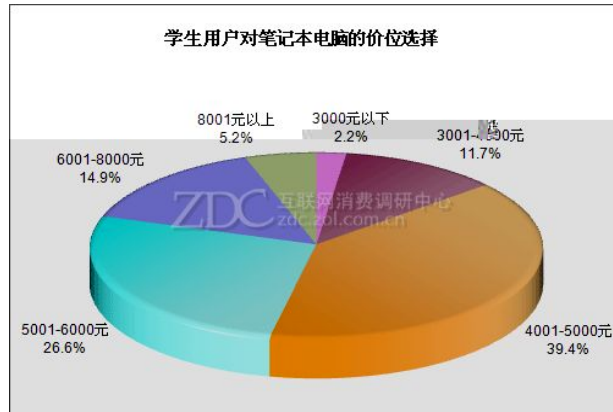
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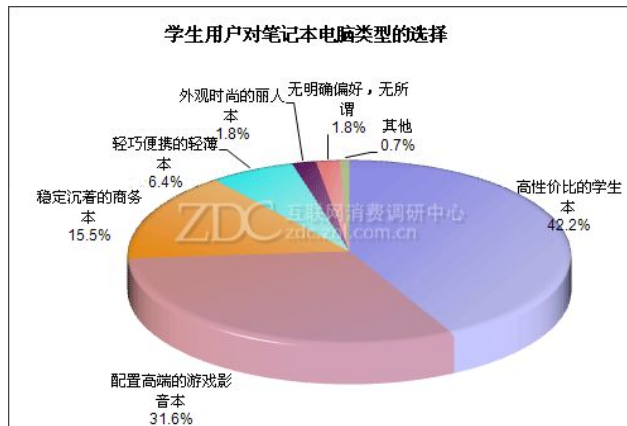
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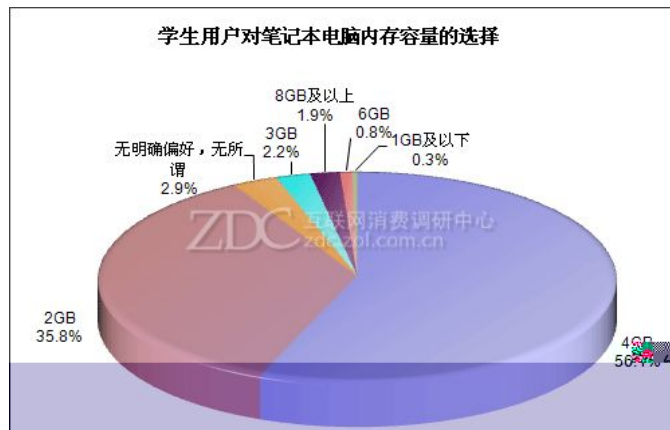
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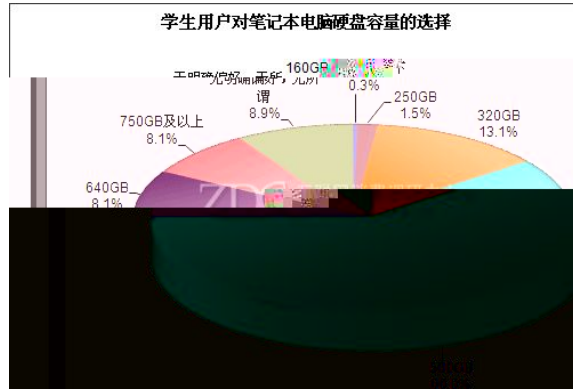
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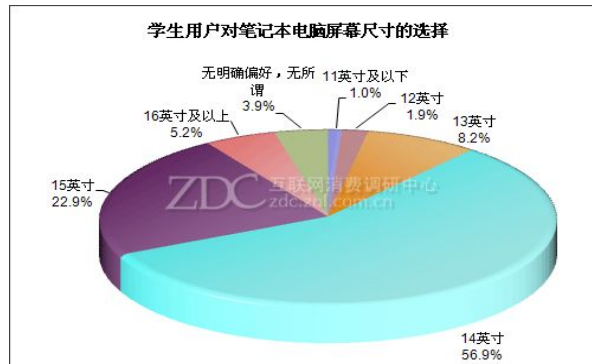
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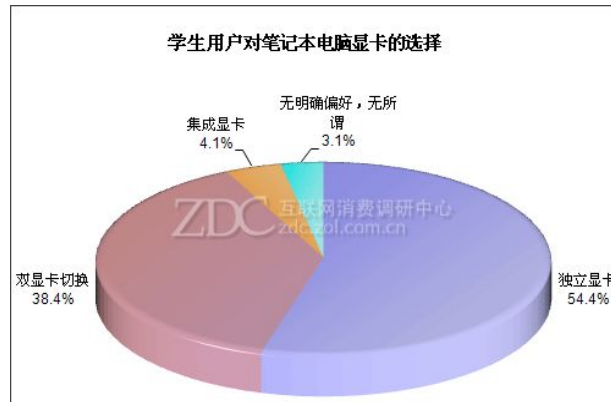
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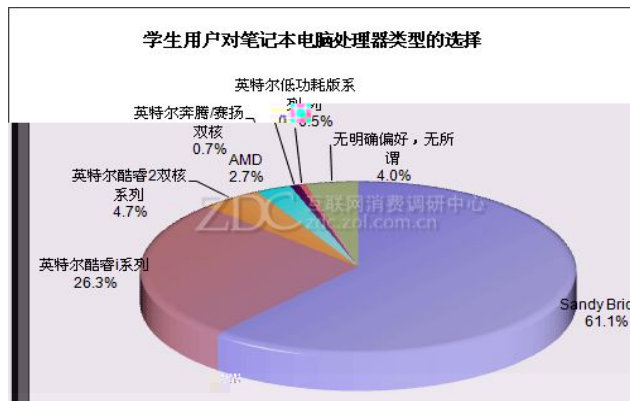
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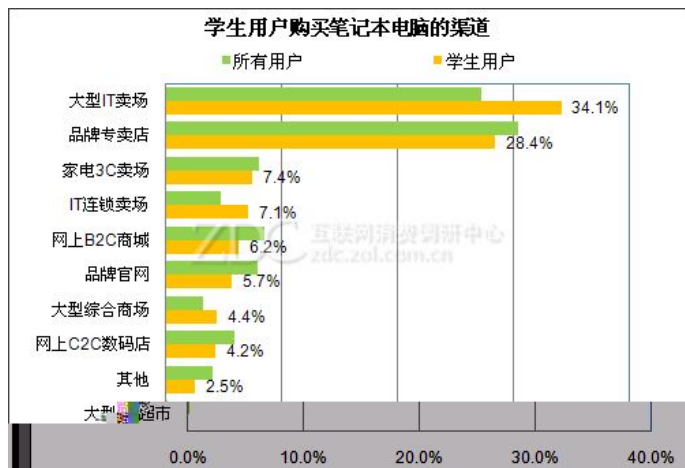
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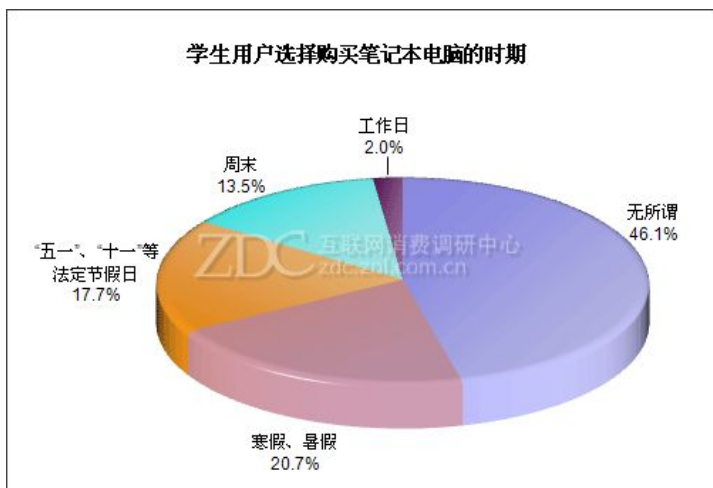
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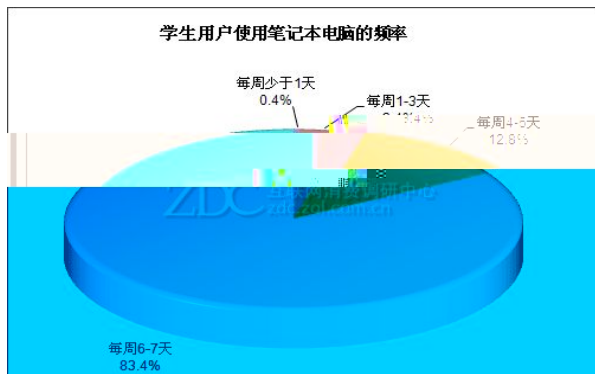
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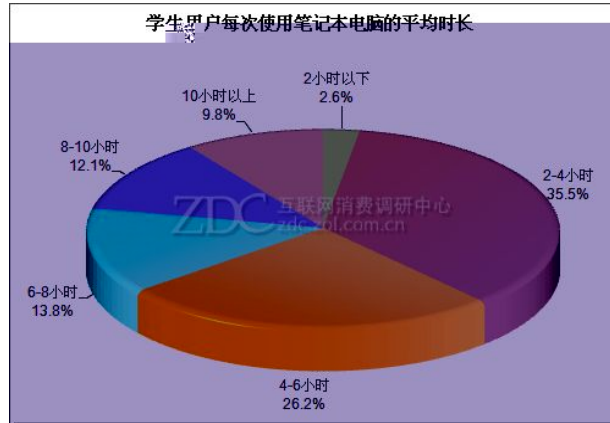
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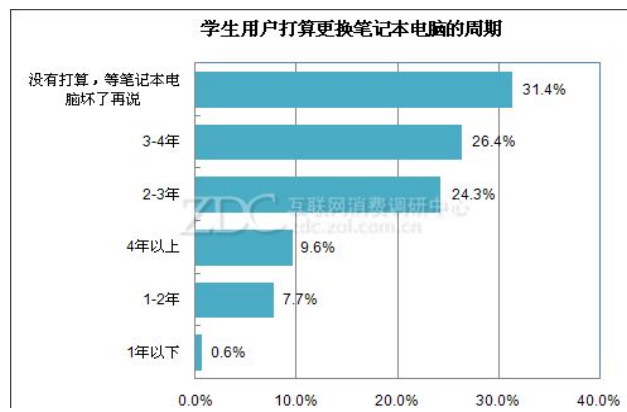
11



12



13



14

1

2

3

1500

2

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	70	30	
	2		

3

180

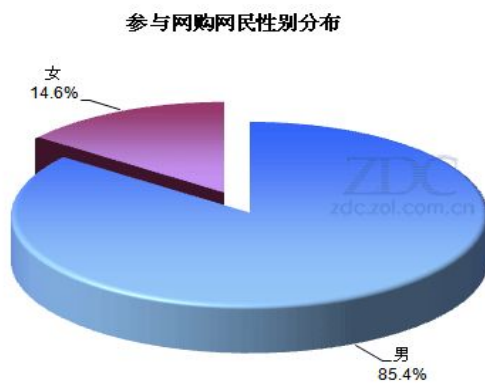
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			5	
			100	

18.

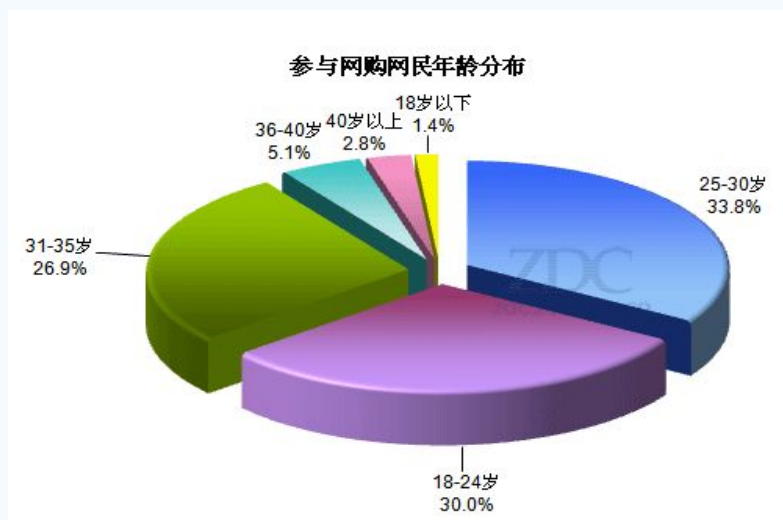
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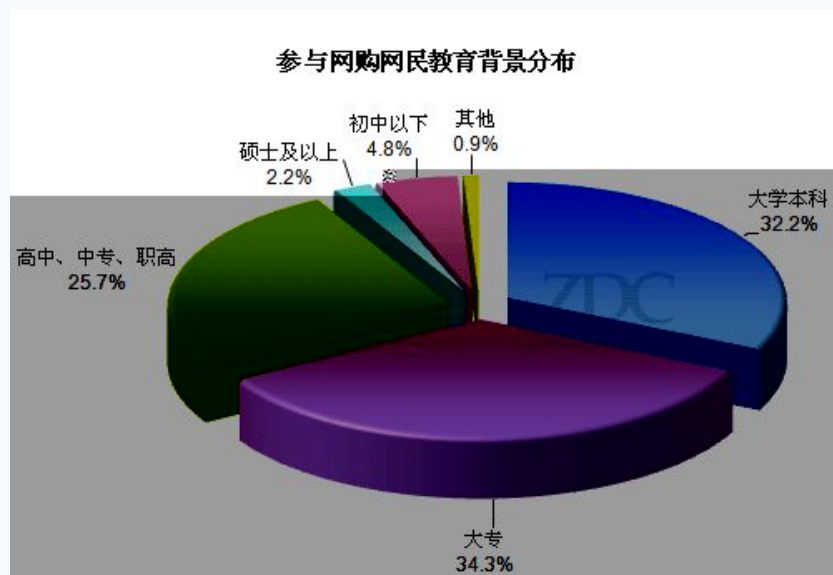


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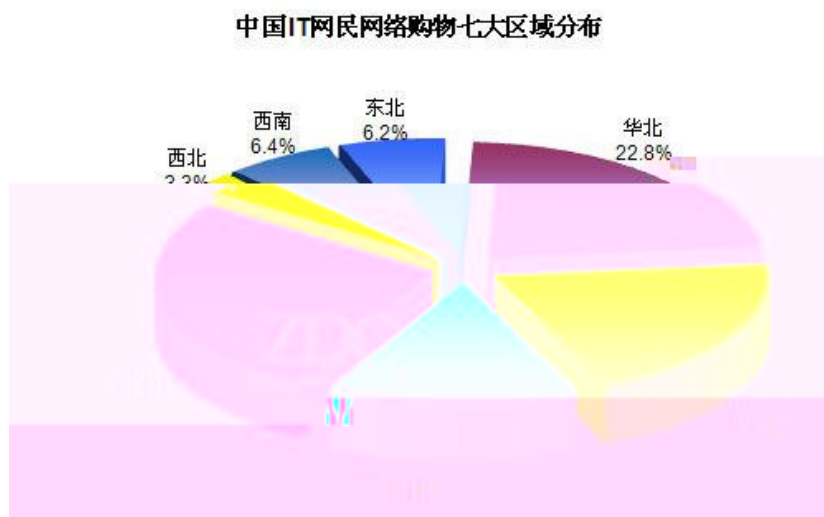


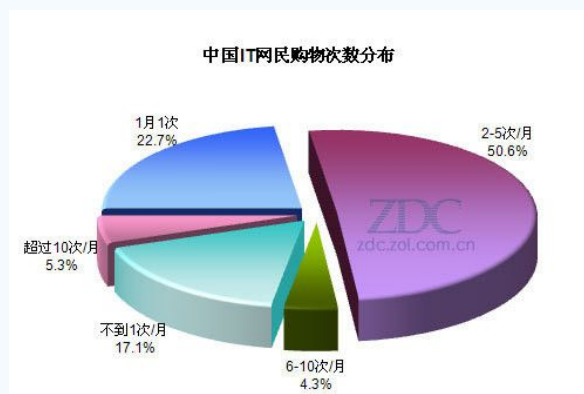
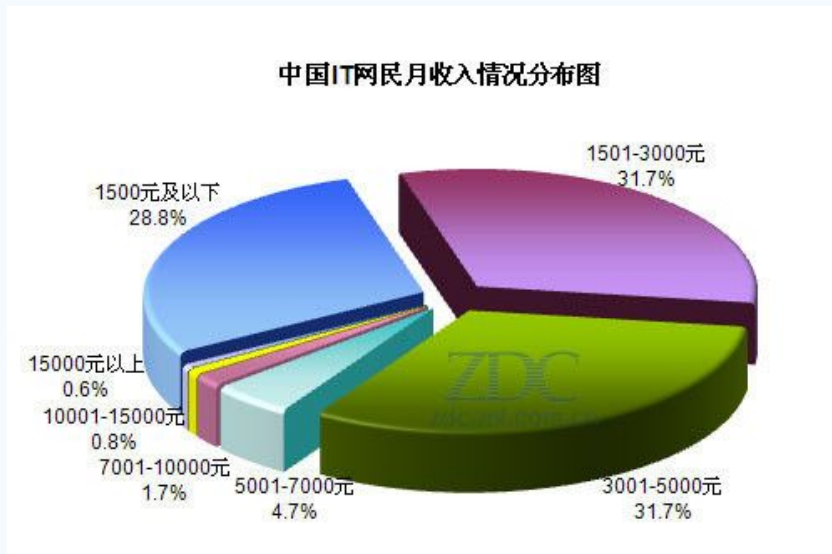


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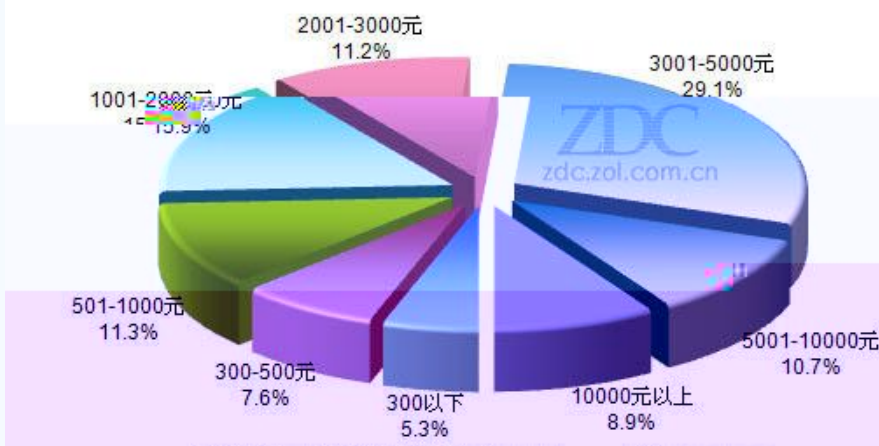


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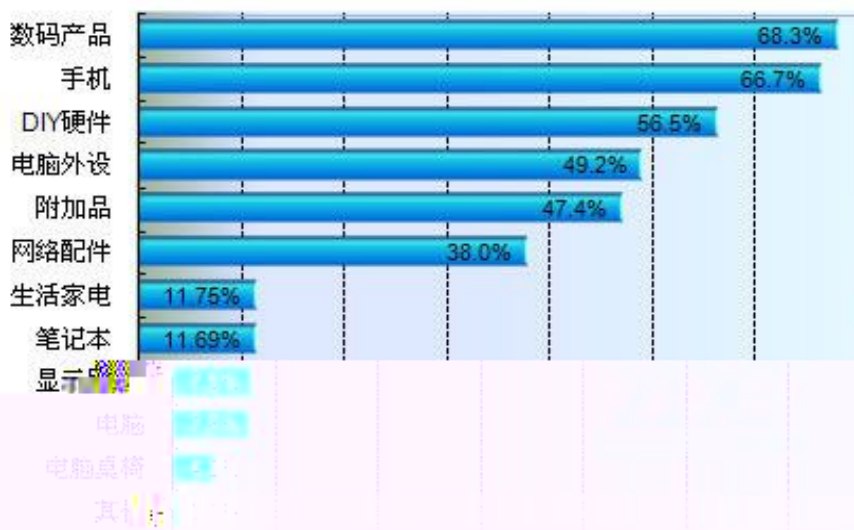


中国IT网民网络购物时IT产品购物金额分布图



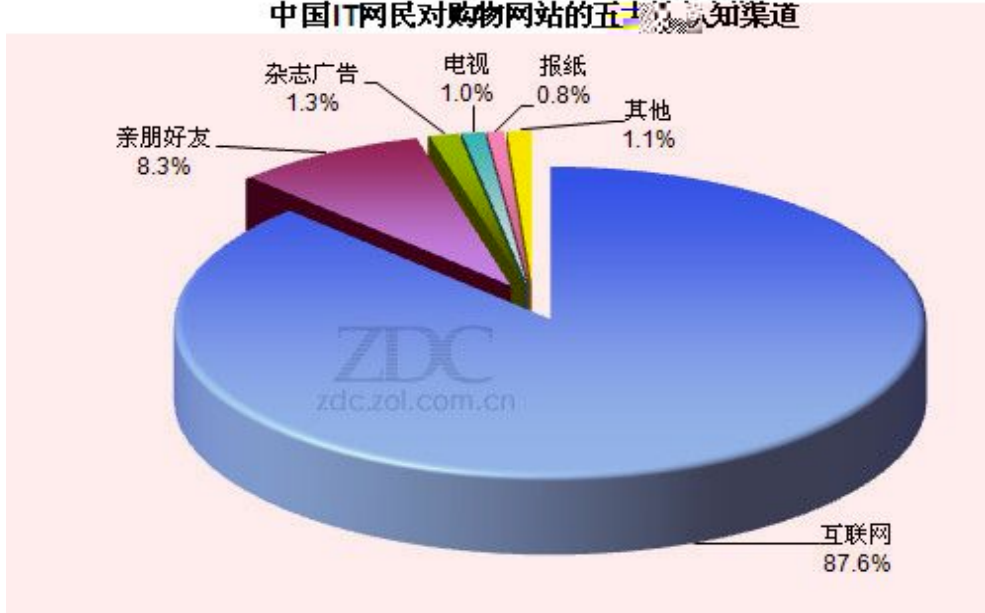
8 IT IT

中国IT网民网络购物最喜欢购买的IT产品排行



9 IT IT

中国IT网民对购物网站的五大认知渠道



10 IT

1

4

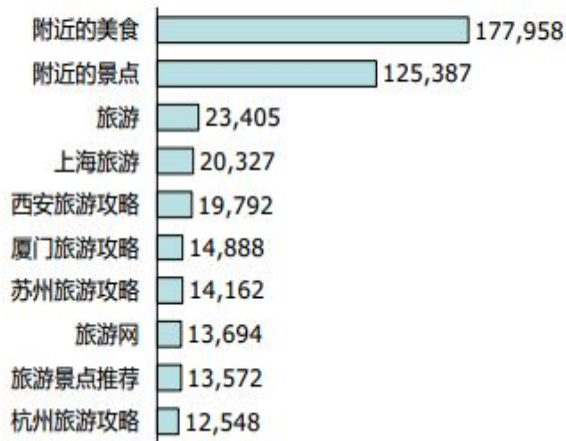
20		20			
			14-15	18-20 12-13	16-17 12
					0
80		8			
		10			
		8			3 5
		7		3	4
		12	2	2	4
					2
		20	4	4	6
				2	4
		10			5
			5	5	3
		5			
		100			
					1500 50 1

19. 1-19 " "

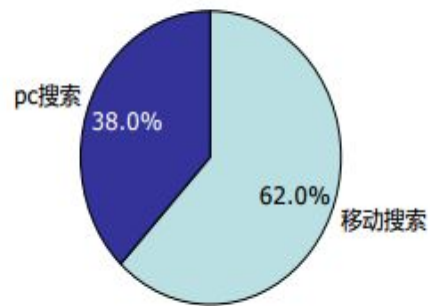
1

" "

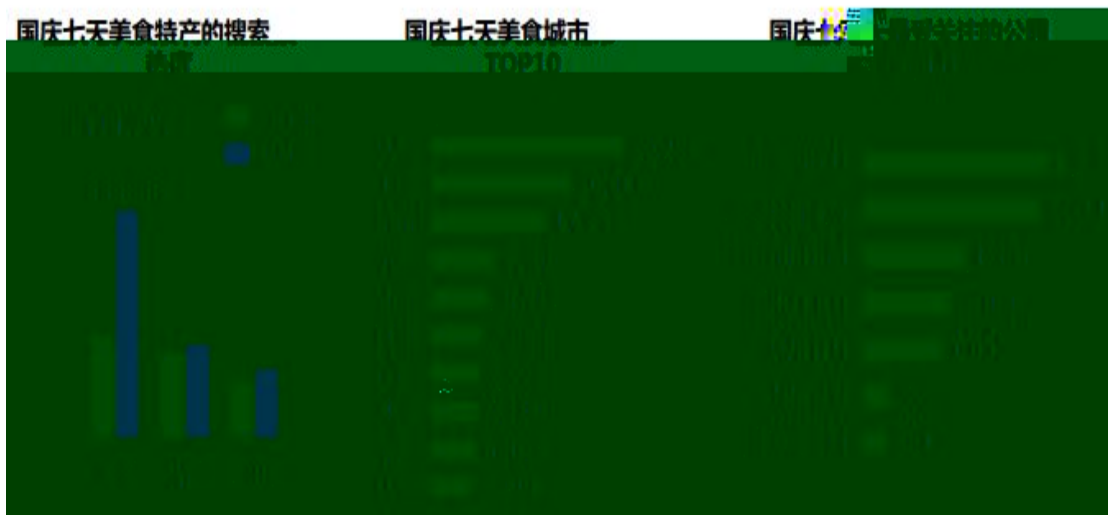
国庆七天旅游行业通用词(TOP10)



国庆七天不同搜索终端份额对比



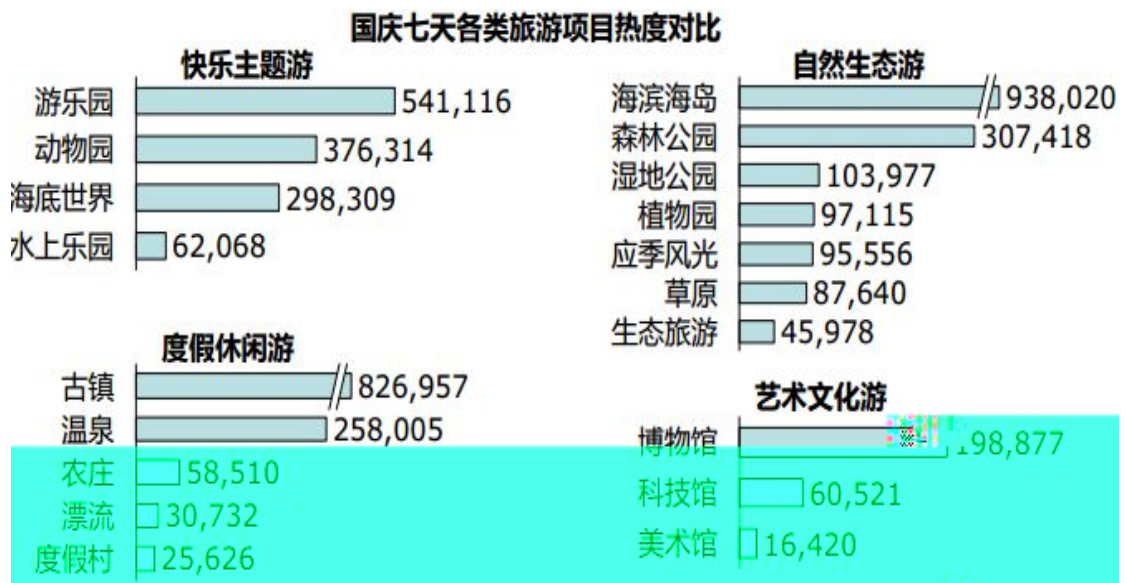
1



2

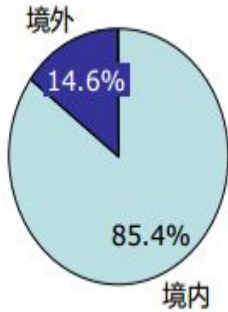


3

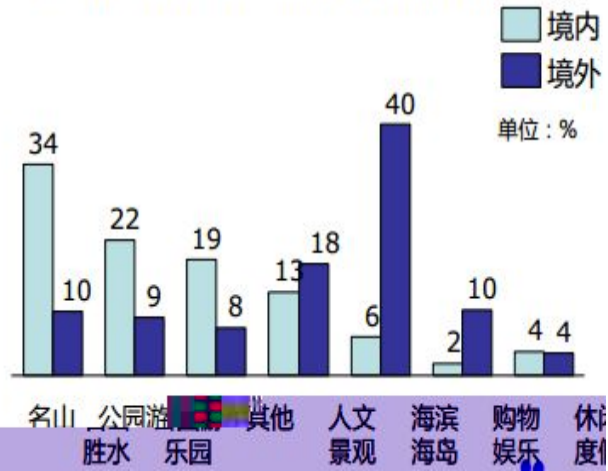


4

国庆七天境内外目的地搜索份额对比

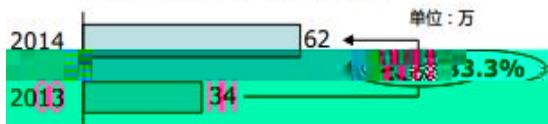


国庆七天网民关注的境内外景点类别

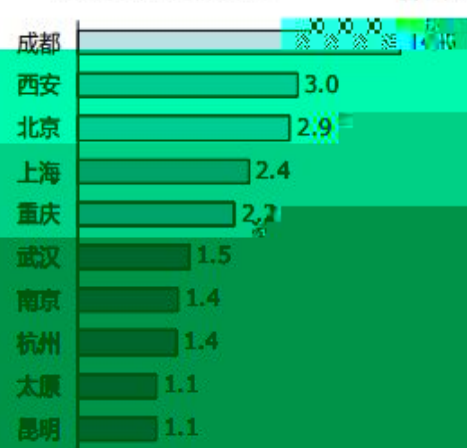


5

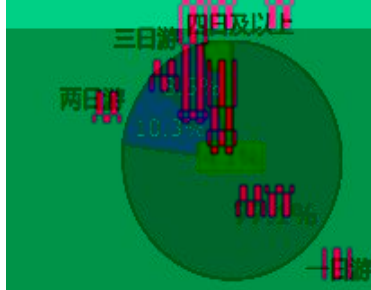
国庆七天周边游热度及同比



国庆七天周边游城市TOP10

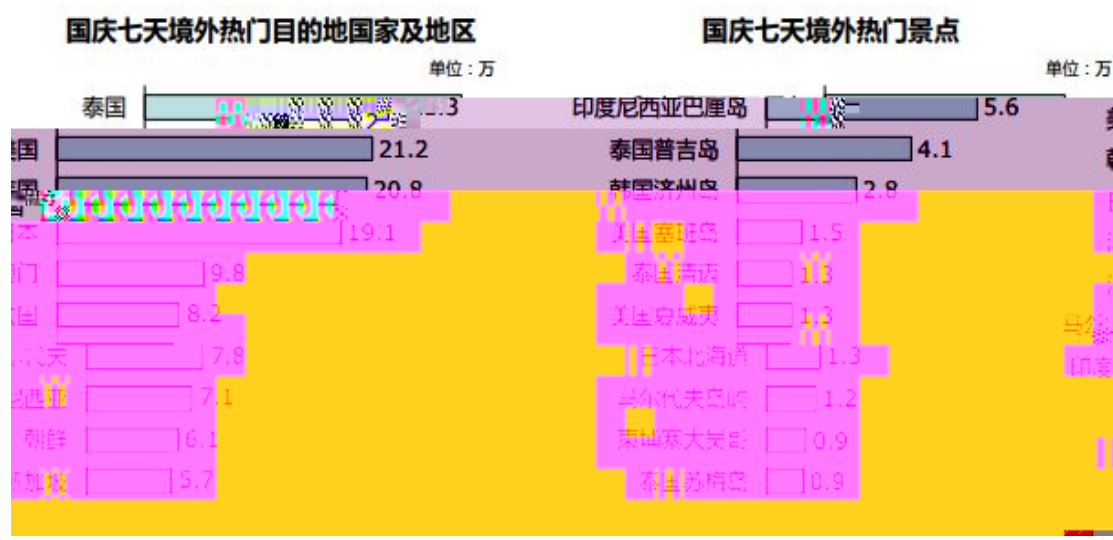
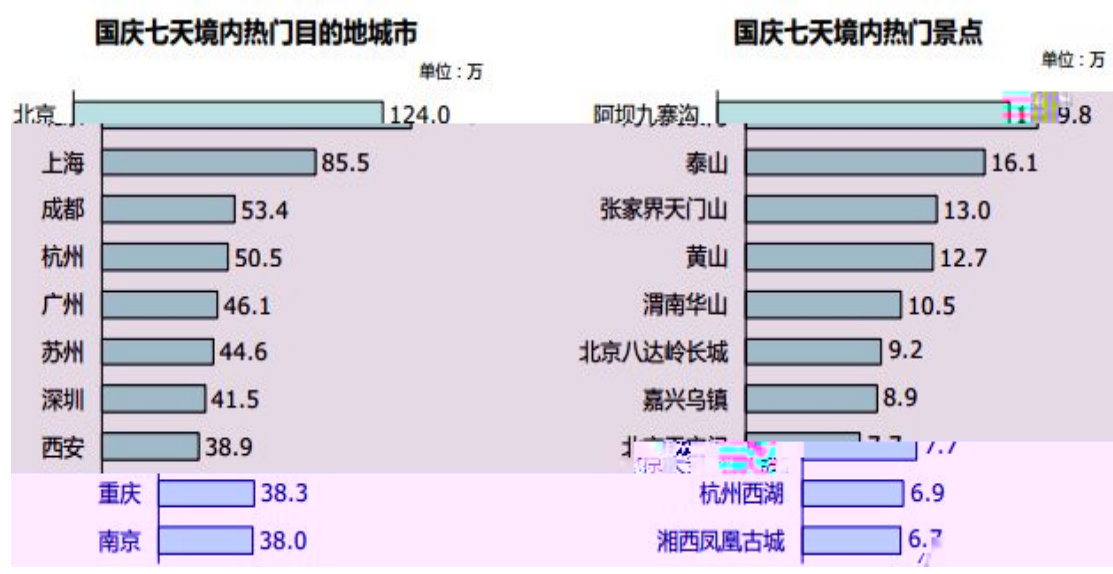


国庆七天不同时间长度旅游占比



6





7

“ ”

1

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3 1500

2

	70	30
	2	

3

180

4

20

20

14-15      18-20      16-17      0  
12-13      12

8

10

80

1500

50

1

				5	3	2	
			5				
			100				

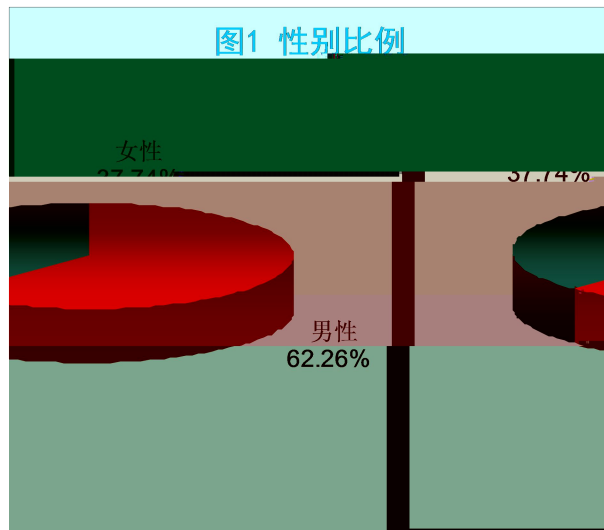
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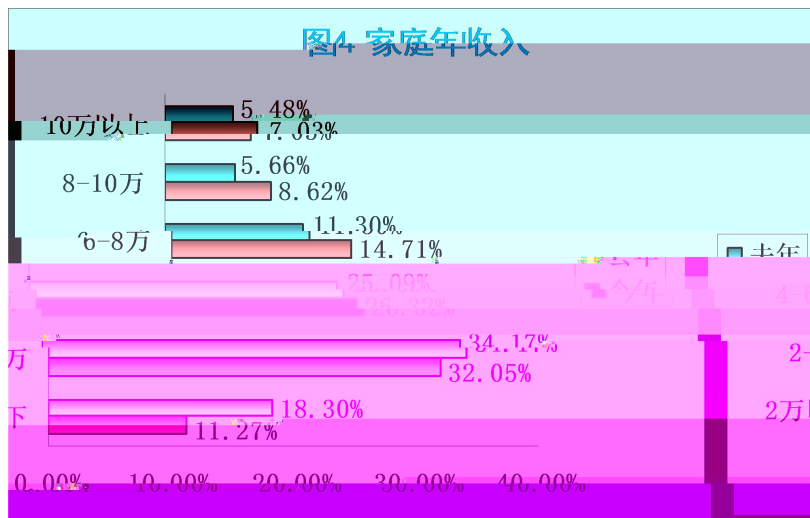
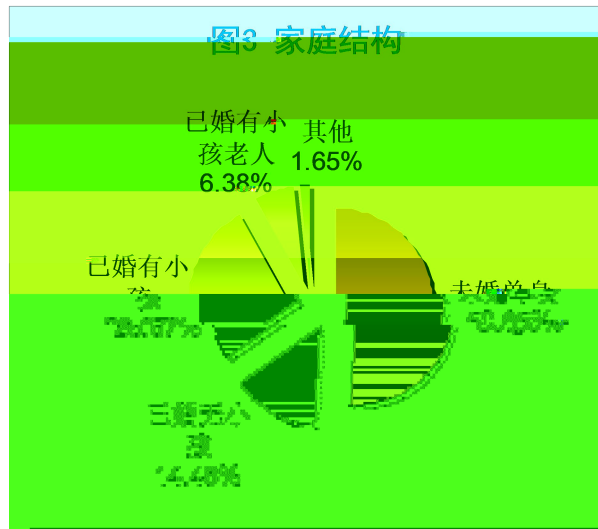
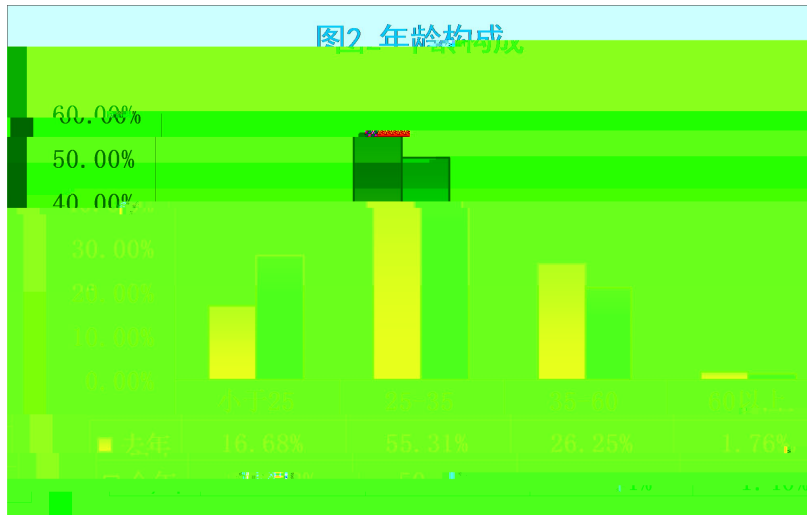
1-20

1

71.36%                      6337                      10000                      7136                      88.80%

:





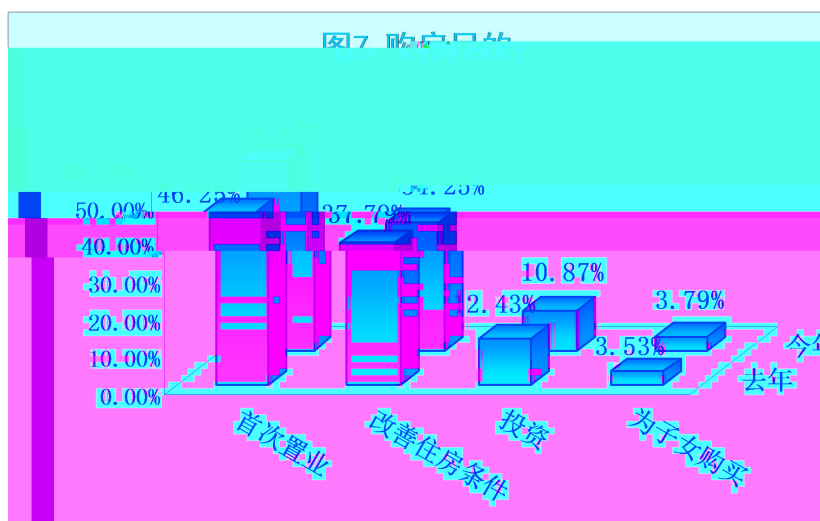
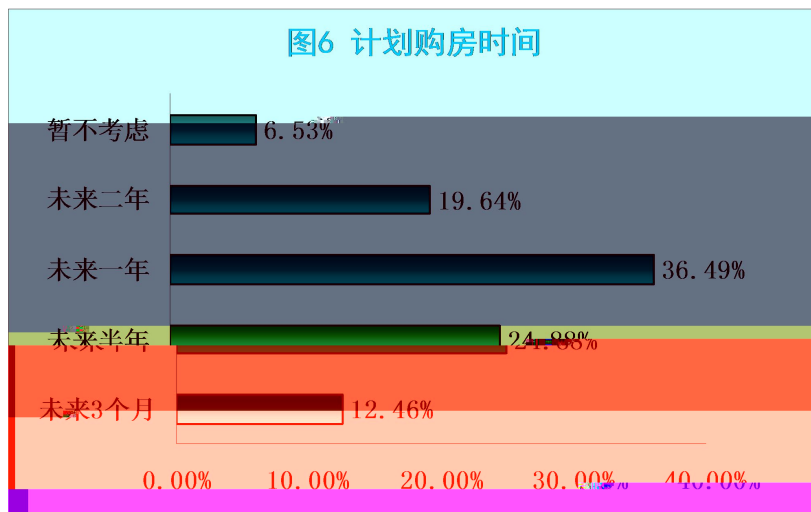
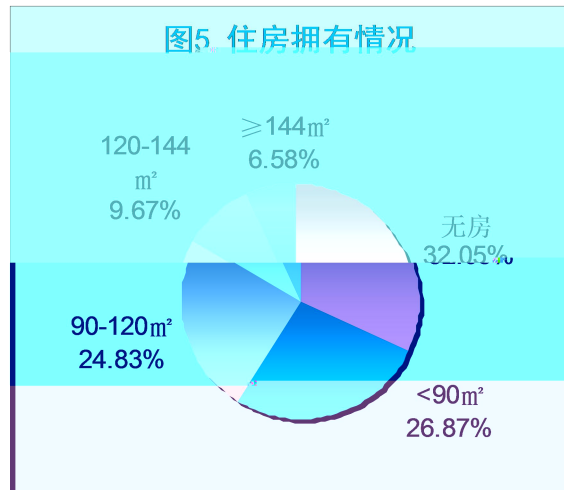


图8 不同年龄层购房目的

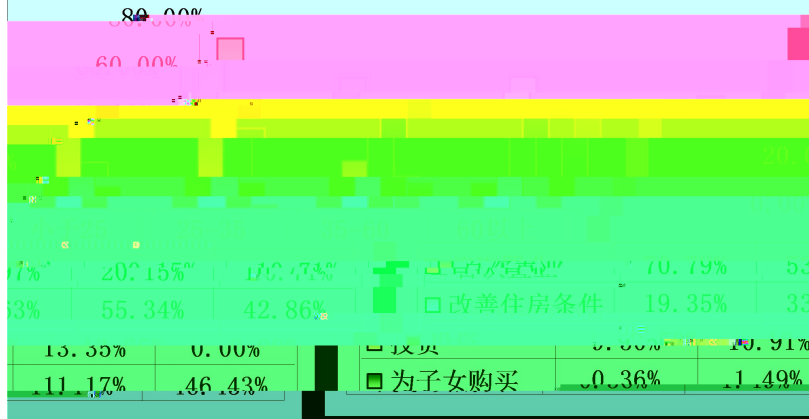


图9 购房类型

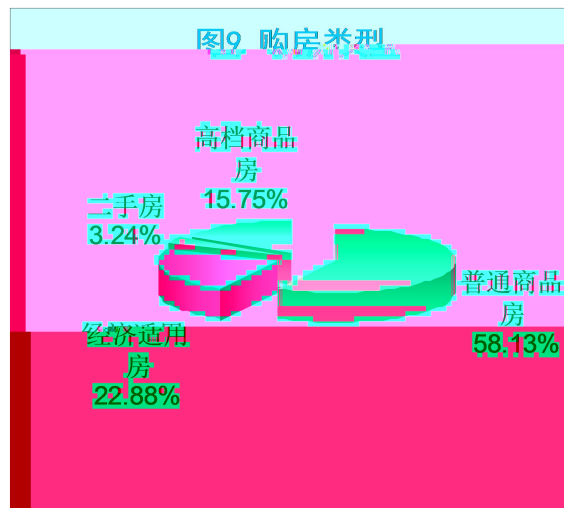
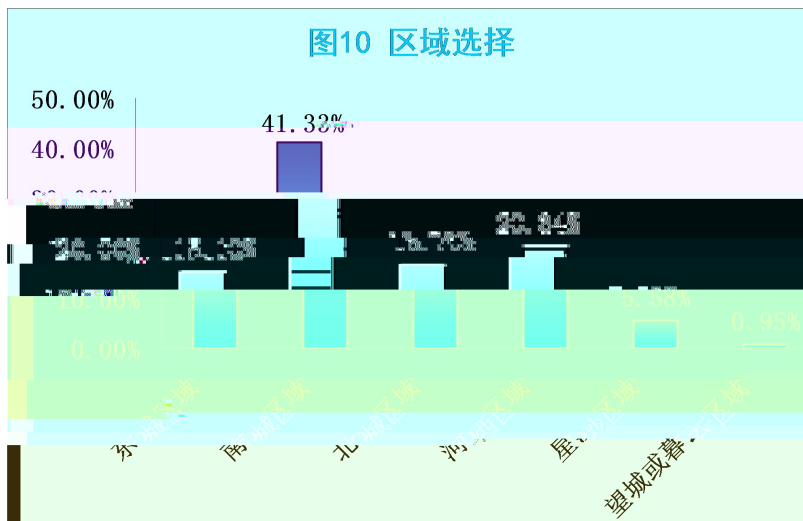


图10 区域选择



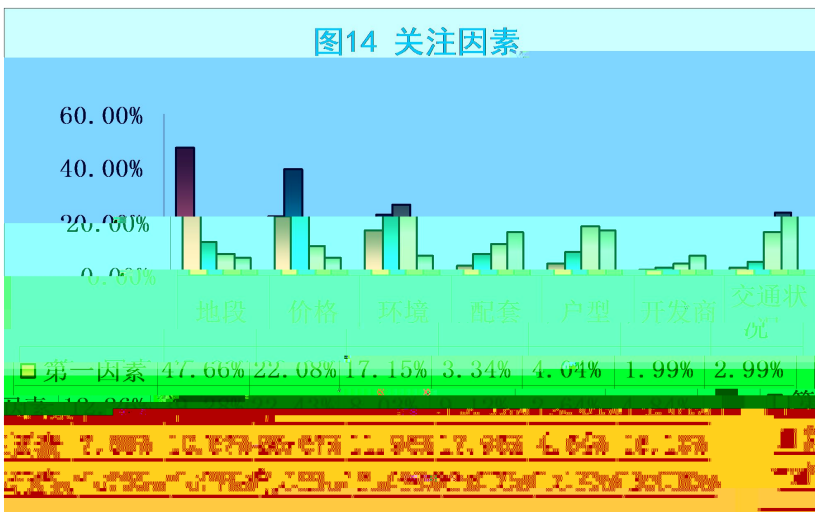
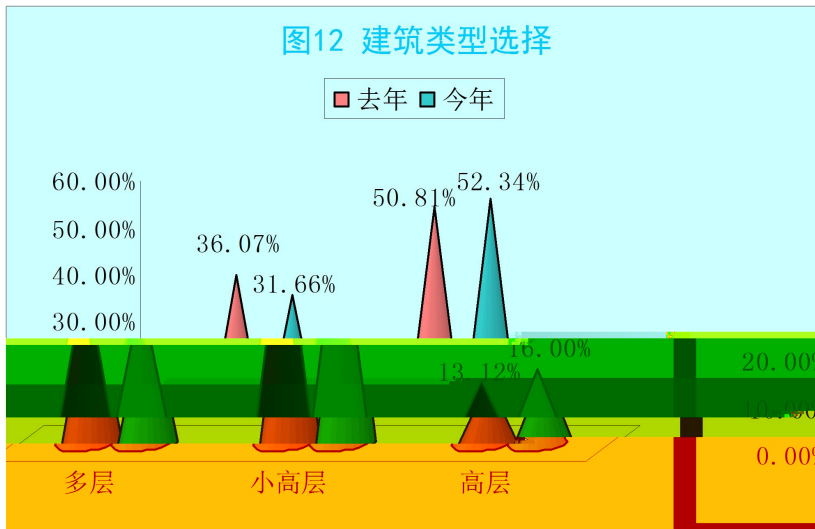
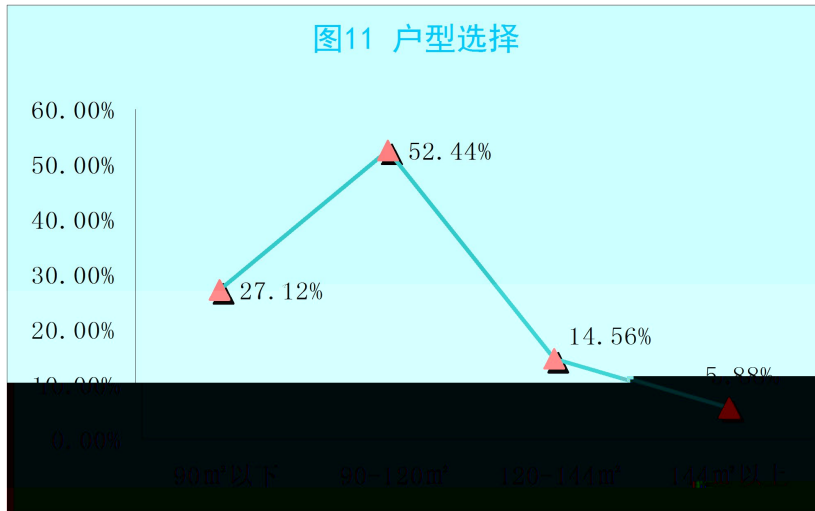
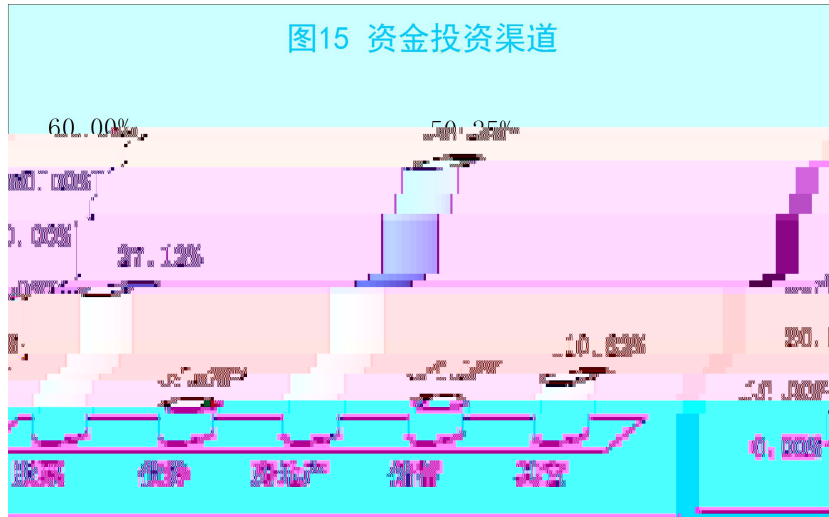


图15 资金投资渠道



1

2

3 1500

2

	70	30
	2	

3

180

4

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20		20		14-15	18-20 12-13	16-17 12	0
80			8				
			10				
			8	3 5			
			7	3		4	
			12	2	2		4
				2			
			20	4	4		6
			10	4		5	
				5	3		2
			5				
		100					1500 50 1

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180

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	70		5	
	5			
			2	
	2 <sup>1</sup>	2	1	

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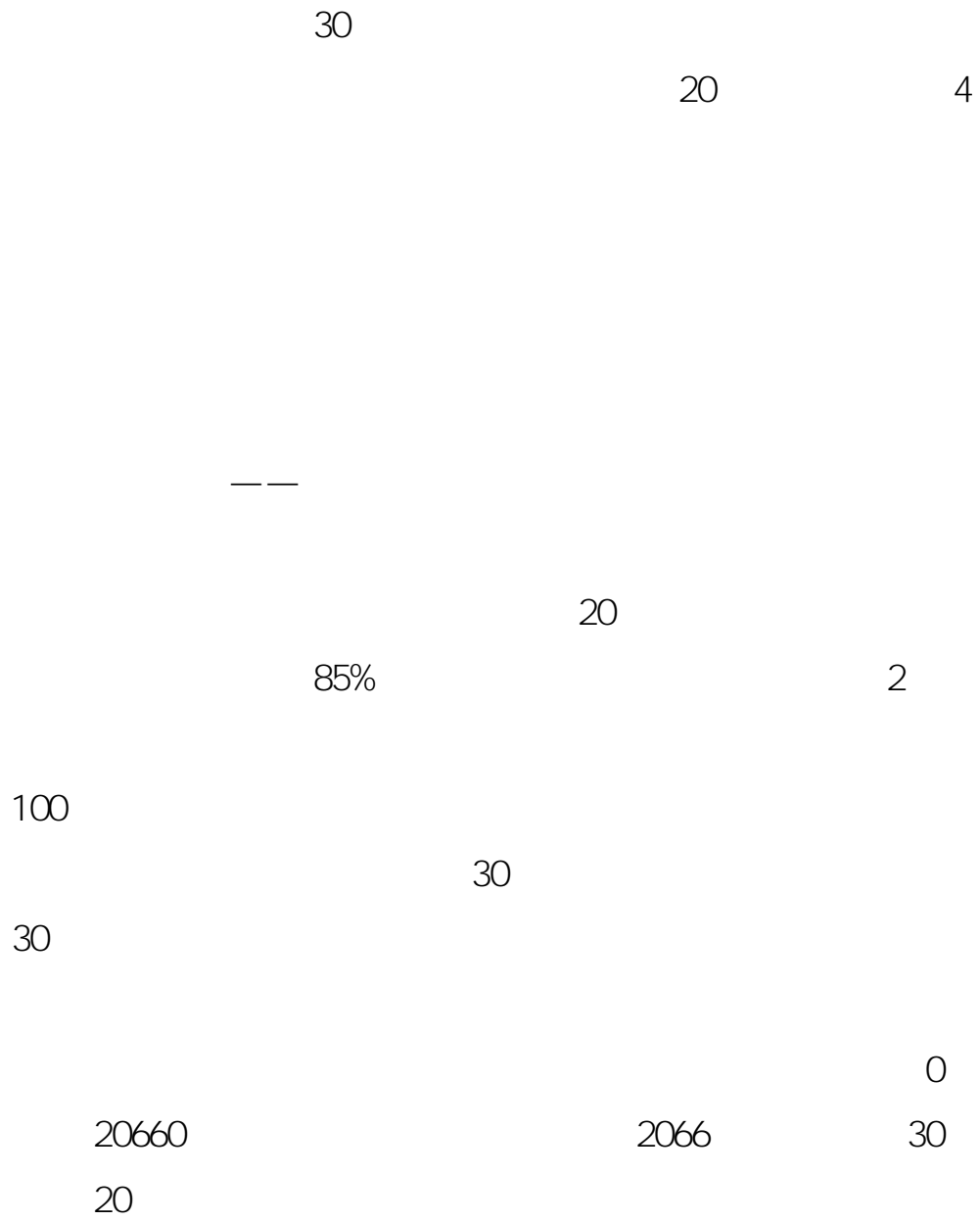
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		5-6	3-4	3	
	10			9-10	0
		3	7-8	5-6	3-4
	2				

40		3		500 50 1	
		3			
		3			
		2			
		2			
		5			
		20	5		
			10		2
3	2		3		
40	5	1			
		2			
		1			
		1			
	25	2			
		3	( )		
		3			
		2			
		5			
		2	,		
		3	( )		
		5	,		
10	2				
	3				
	2	,			
	3	5 1-2			
		100			

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1



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	70		5	
	5			
	2			
	2	2	1	

3

60

55

5

4

20	10	5-6	3-4	9-10
	10	3	7-8	3
40	2			
	3			
	3			
	3			
	2			
	2			
		3	7-8	5-6
			3-4	9-10
				0
				500
				50

			5		1	
				5		
			20	10                      2 3                      3 2		
				5                                      2 3		
40	5		1			
			2			
			1			
			1			
	25		2			
			3		( )	
			3			
			2			
			5			
			2		,	,
			3		,	( )                      ( )
			5		,	,
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10		2				
		3				
		2		,		
		3		5 1-2		
			100			

3.                      2-3,

1

0                      1912

N

360 ¥15.5 420 , ¥18.8

2

		70		5		
		5				
				2		
	2	1	2	1		

3

60

55

5

4

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20	10		5-6	3-4	9-10	3	7-8	0
	10		3	7-8	5-6	3-4	9-10	
40		2						500 50 1
		3						
		3						
		3						
		2						
		2						
		5						
		20		5	10	3	2	
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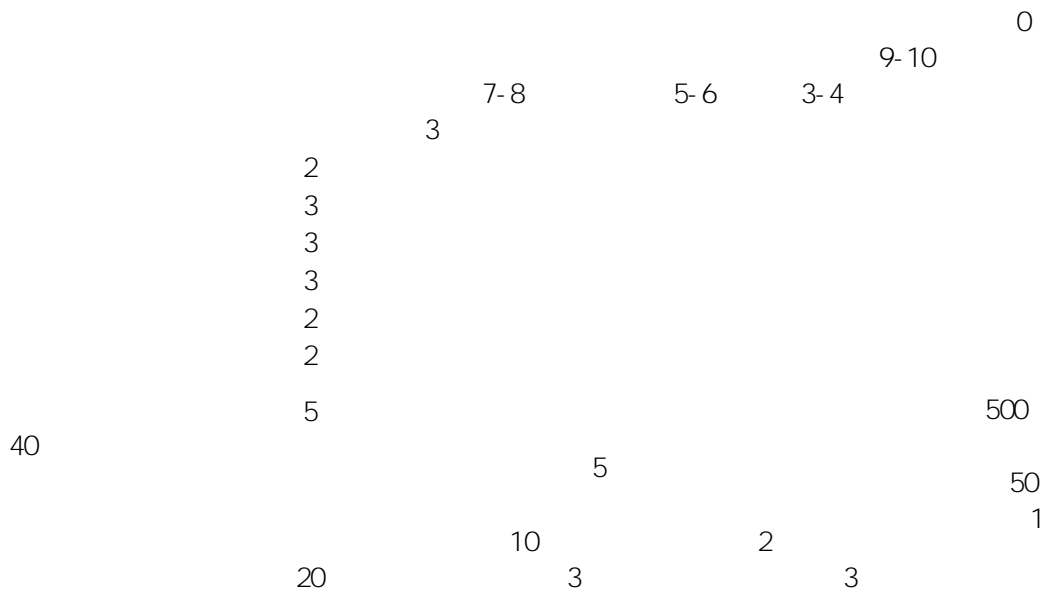
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模块名称	项目名称	试题编号	测试的能力与素质	试题难易程度		
				较难	中等	较易

# 湖南省高职高专院校学生 市场营销专业技能考核题库统计表

模块名称	项目名称	试题编号	测试的能力与素质	试题难易程度
				较难    中等

模块名称	项目名称	试题编号	测试的能力与素质	试题难易程度		
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