

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

.....	
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

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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			
		5			
		8			2 6
		10	3		3 4
		5			2 3
		5			
		3			1 2
		2			
		8			1
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		3	-2		4 2
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		10	5 5	
40		5	2 2 1	500 50 1
		5	2 3	
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		5	1 2 2	
		15	5 5 5	
40		5	2 3	
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		10	2 4	
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		10	2 3 5	
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20		10	5	0
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		5	2 3	
		14	2 4 8	
		5	6 2	
		5	2 3	
		10	5 5	
	3	2 1		
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				5	
80		5			1500 50 1
		5			
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		6	2	4	
		5	2 3		
		5	2	3	
		5			
		10		3	
		12	5 3	2	
		7	2		
		5		3	
		5	1 2	2	
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20		10		5	0
		10	5	5	
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	SWOT	8		2 2 2	
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		20		1 2 4 1 3 5*2=10 5 4	
		5		1	
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		SWOT	8		
			3	3 2	
			5	1 2 4 2 3 5*2=10 5	1
			20	1 4	
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			3		
			5		
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2			+	60 55 5	60 20 3 1
3				150	
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		8		2
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		10	3	3
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		5		2
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	2			
			0.5	
	22	8		
			1	
				1500
				50
				1

			3	80%	2	1	
			3			1	
			3	1	3	15	1
			3	1-2		0.5	
			3	2			1
			100				

1-2

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1-2

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			5			
			3	1	2	
		22	2		0.5	
			8			,
				1		
			3	80%	2	,
						1
			3			1
				1		1
			3	3	15	
				1-2	0.5	
		3	2		1	
			100			

1-3

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1-2

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14-15

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12-13

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						4	
			5		2	3	
			5				
			3		1	2	
		22	2			0.5	
			8				,
				1			,
			3		80%	2	1
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				1			1
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				1-2		0.5	
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	20	20	16-17 12	14-15
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	8		2		6
			3		
	10	3			
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	5		2		3
	5				
	3		1		2
	2				0.5
	8				
			1		
	3		80%	2	
22					1
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	3		3		15
		1—2			0.5
	3	2			1
	100				

2018
 33
 55
 35
 70.2%
 2017
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 2013
 2018
 5.13
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15

1-2

	70	30
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150

20	20	16-17 12	14-15	18-20 12-13
				0
80	5			
	5			
	7			3 4
	5			
	5			
	8		2	6
	10	3	3	4
	5		2	3
	5			
	3		1	2
	2			0.5
	8		1	
	3		80%	2 1
	3			1
	3	1		1
	3	1-2	3	15 0.5
3			1	
		2		
				1500 50 1

			100		

1-6

" "

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12

14-15

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	3		1	2
	2			0.5
	8			,
		1		
	3		80%	2
22				1
	3			1
		1		1

2017

71751

32.2% 2018

9

7

25.4%

45.2%

7.3

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	16-17	14-15	18-20	
	12		12-13	0
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7			3	1500
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			16-17 12	14-15	18-20 12-13	0
80		5				1500 50 1
		5				
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		3		1	2	
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	22	3			1	
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	20	20	16-17 12	14-15
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		5		
		3		1
				2
	2		0.5	
	8			
		1		
22	3		80%	
			2	
			1	
	3		1	
		1		
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22	2	0.5	
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	3	80%	2
	3	1	
	3	1	1
	3	3	15
	3	1-2	0.5
3	2	1	
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1-11

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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

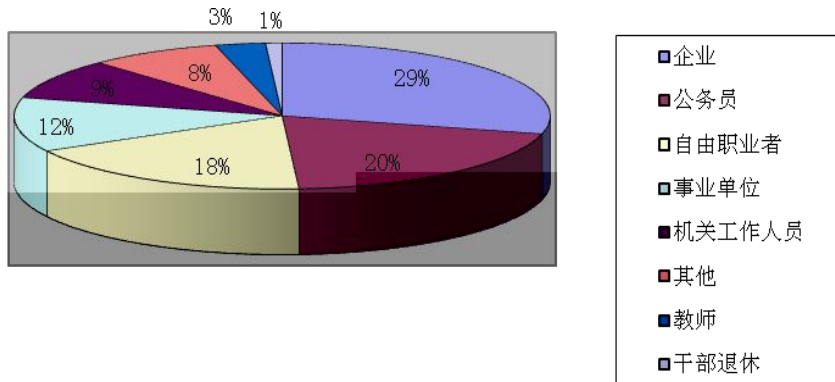
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2

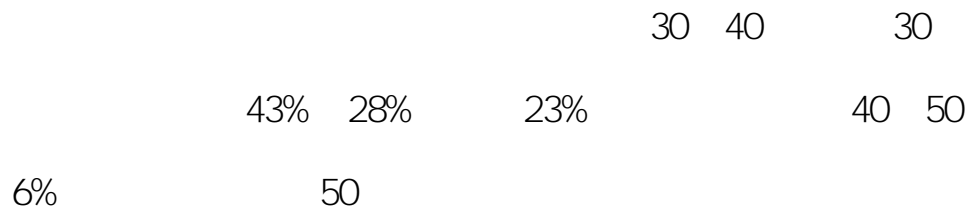
	%	%
	36.96	36.96
	34.78	71.74
	8.70	80.44
	17.39	97.83
	2.17	100.00

3 :

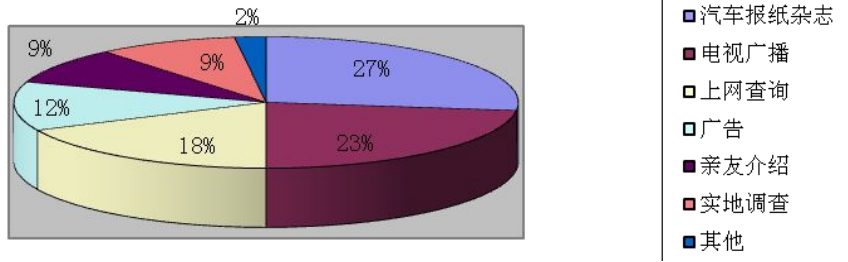


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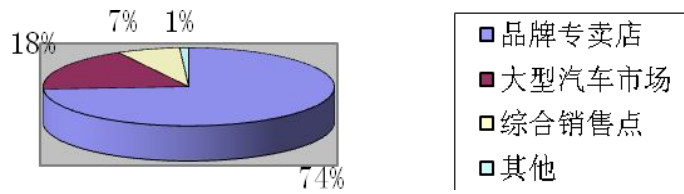


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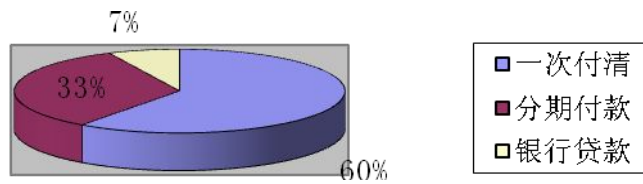
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14-15 18-20 16-17 0

12-13 12

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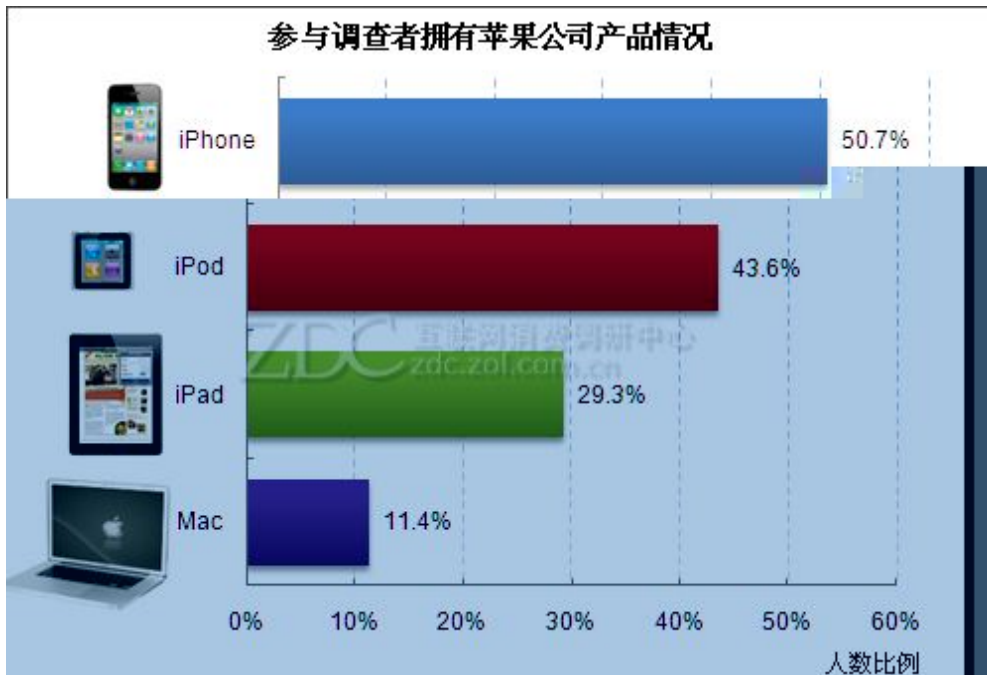
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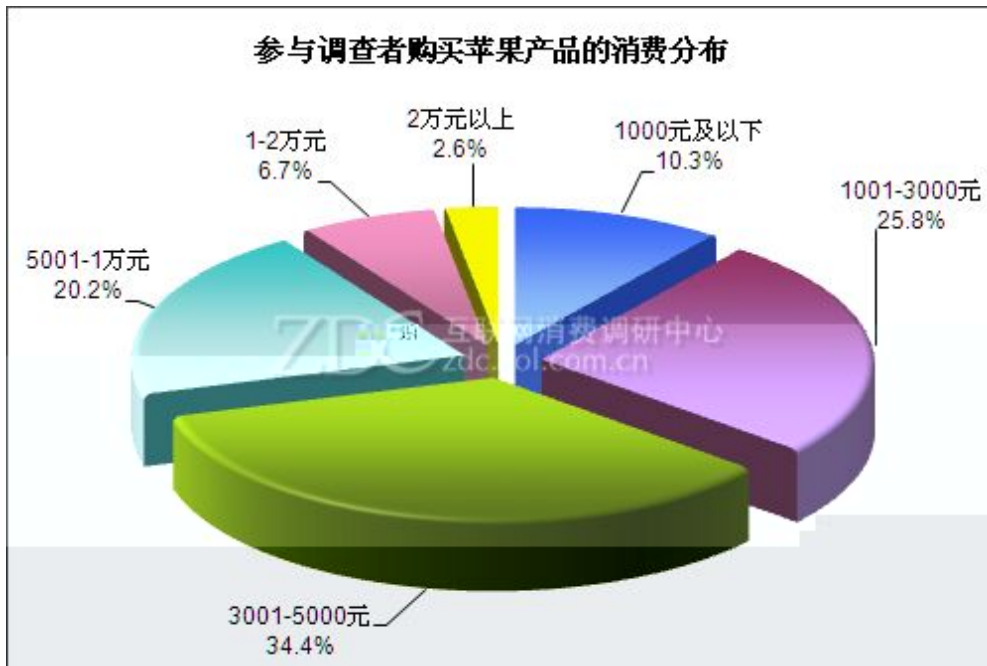
						5
				5	3	2
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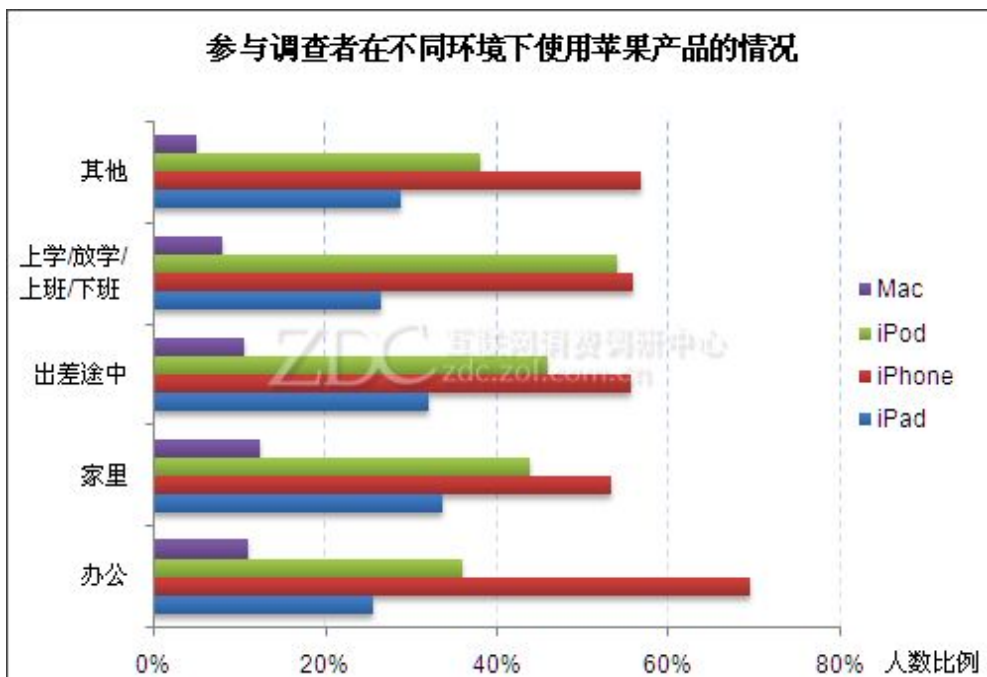
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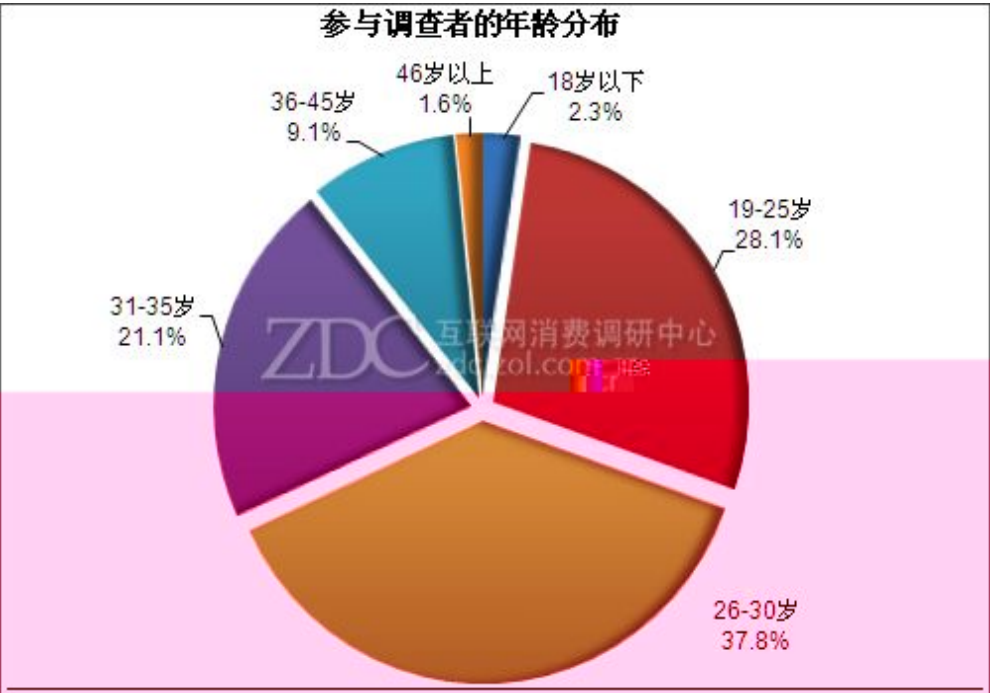
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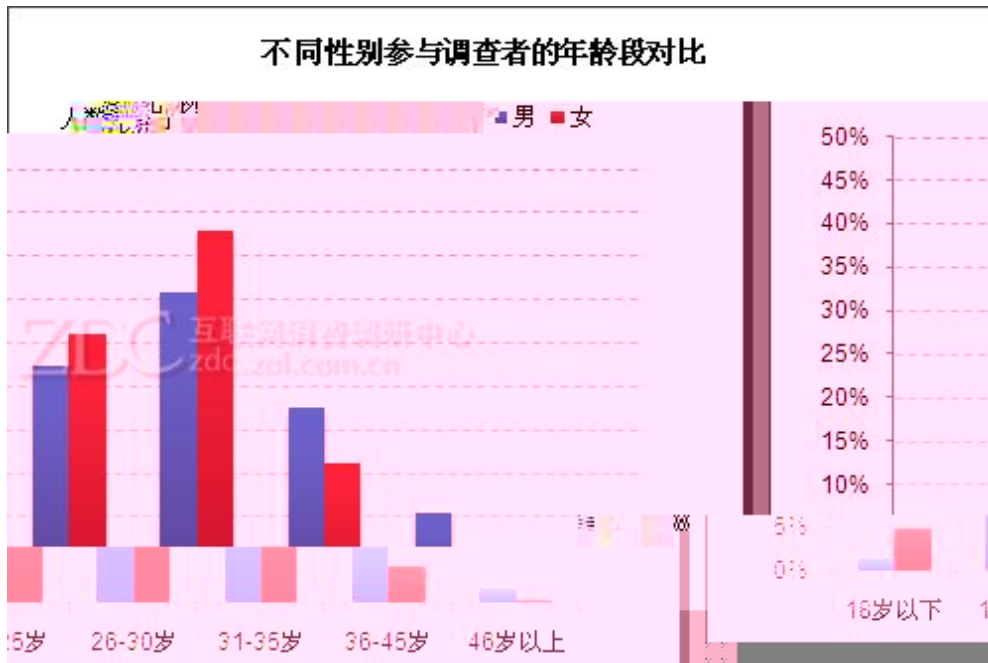
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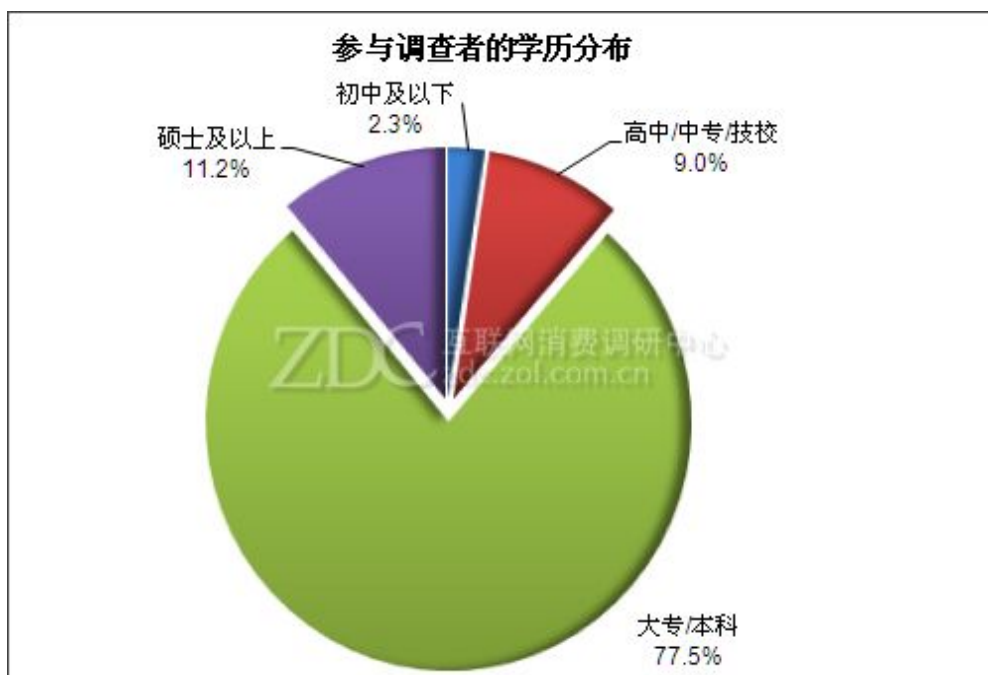
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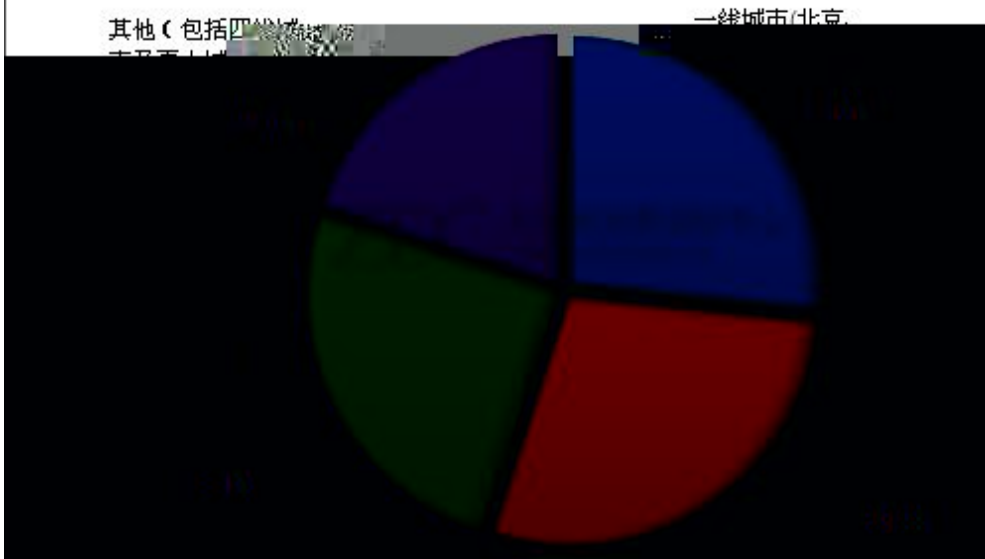


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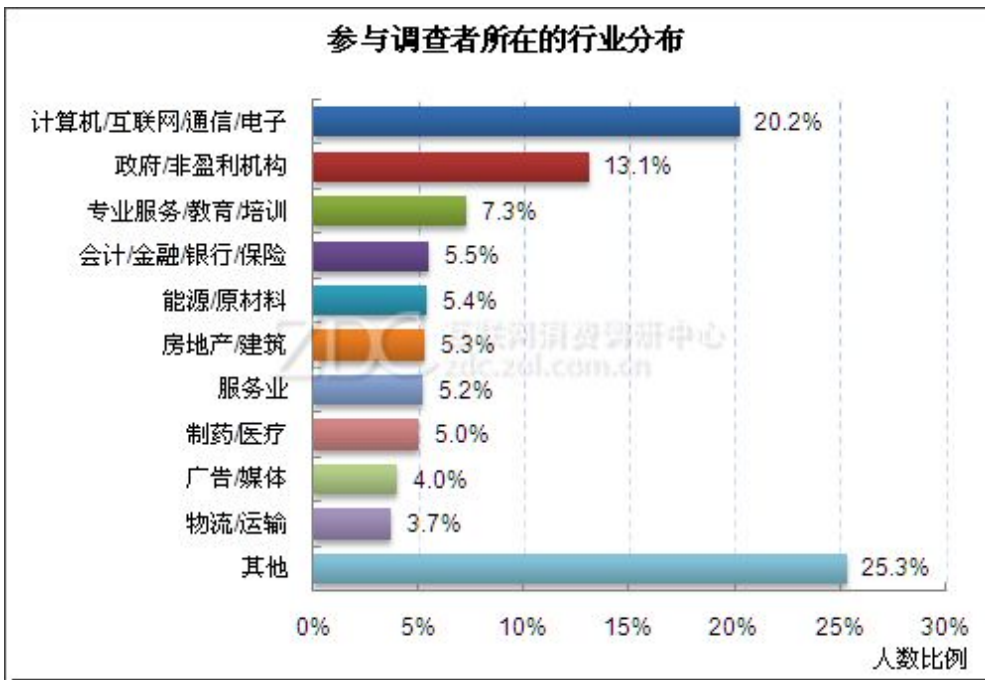
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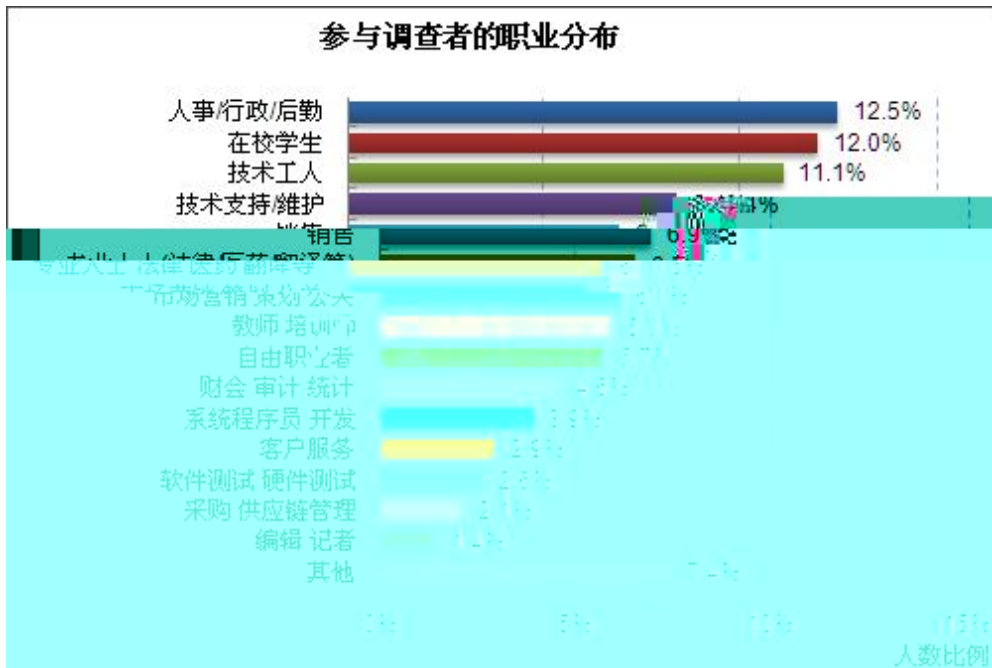


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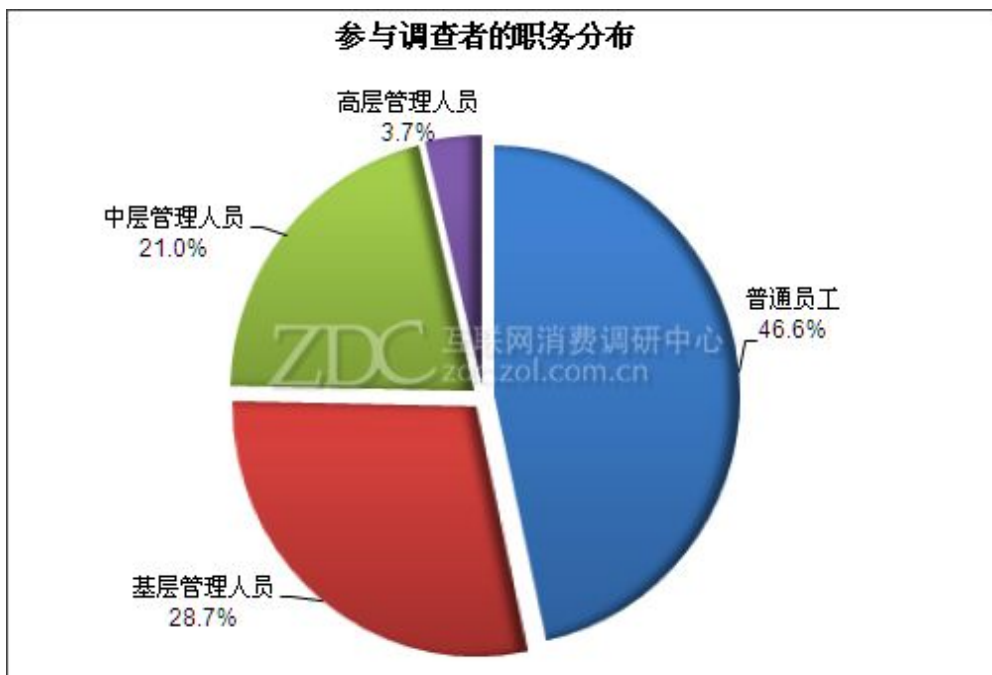
参与调查者所在的行业分布



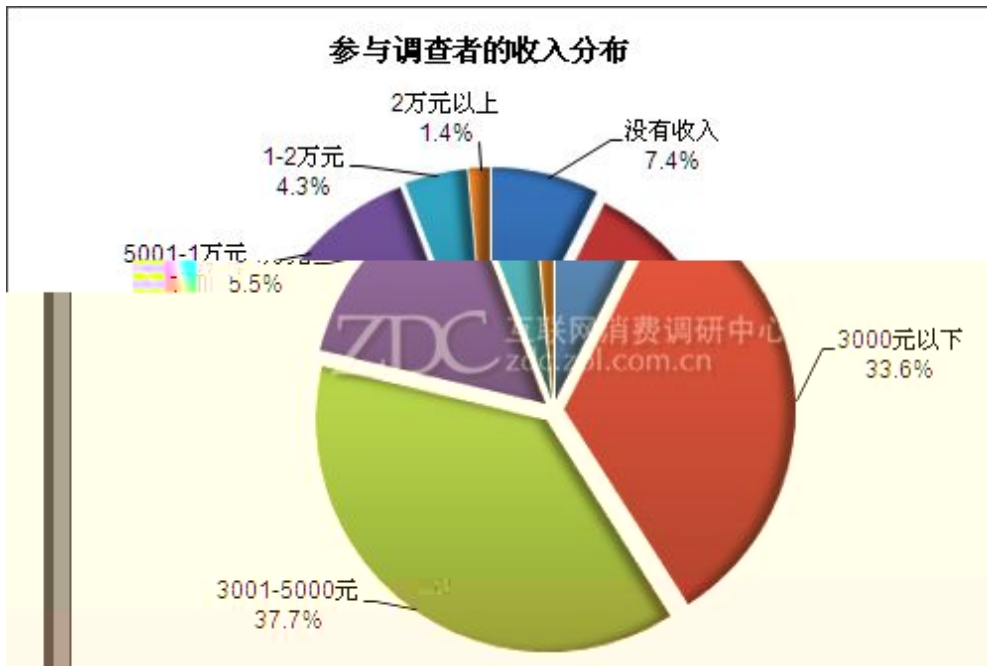
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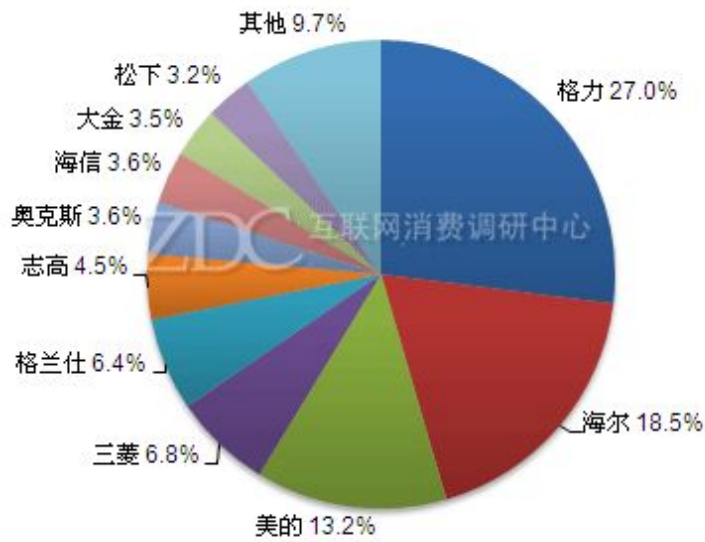
1500

	70	30
	2	

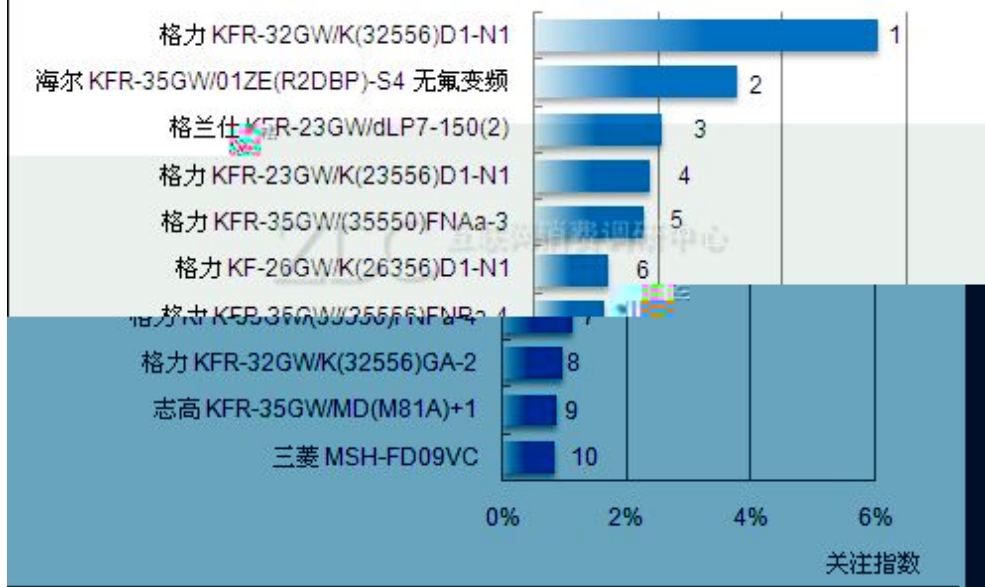
180

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



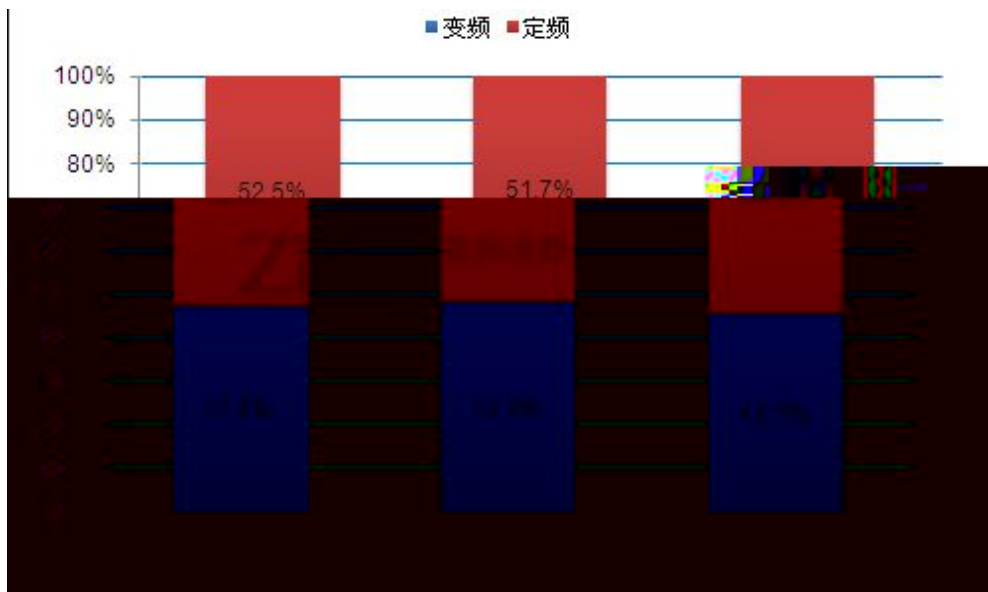
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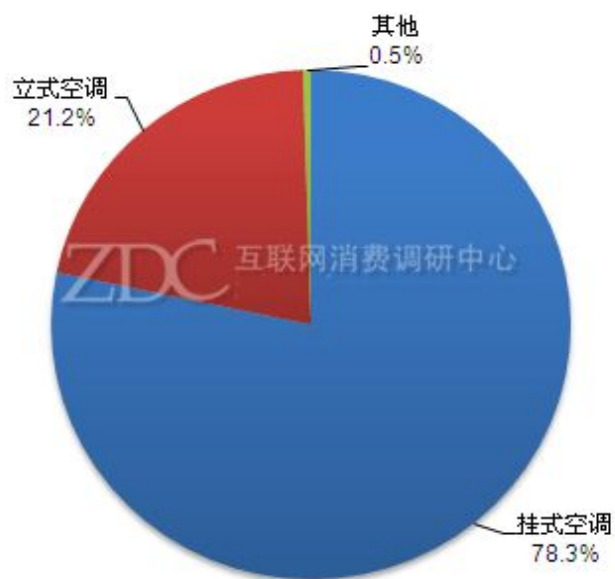
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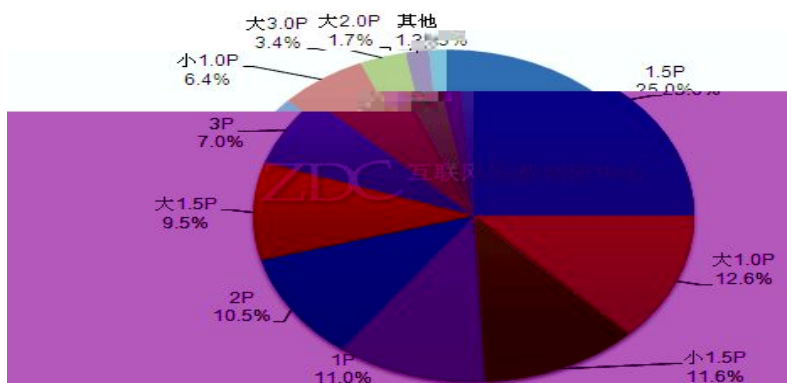
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2	K -35 W01 (2)-S4	2, 599		1. 5	4
3	_____ K -23 W 7-150(2)	1, 199		1. 0	2
4	K -23 WK(23556) 1-N1	1, 999		1	1
5	K -35 W(35550) N -3	2, 999		1. 5	3
6	K -26 WK(26356) 1-N1	1, 750		1. 0	1
7	K -35 W(35556) N -4	2, 899		1. 5	4
8	K -32 WK(32556) -2	2, 350		1. 5	2
9	K -35 WM(M81)+1	1, 699		1. 5	1
10	M8H_09_	2, 995		1. 0	3



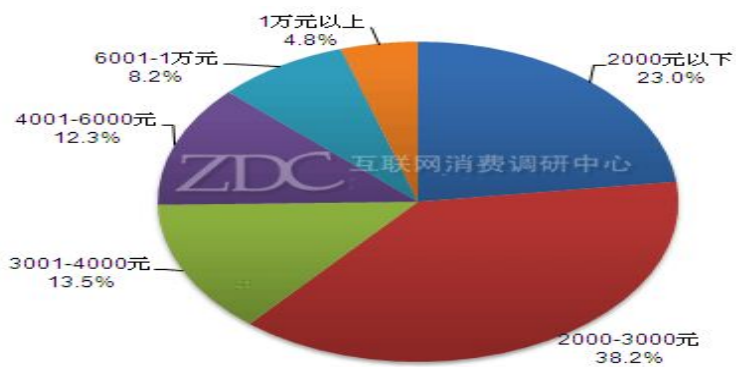
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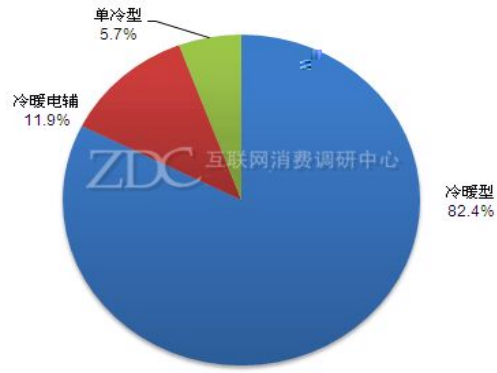
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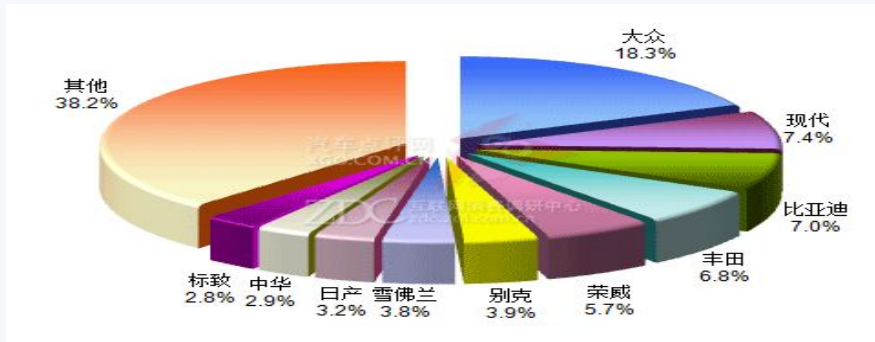
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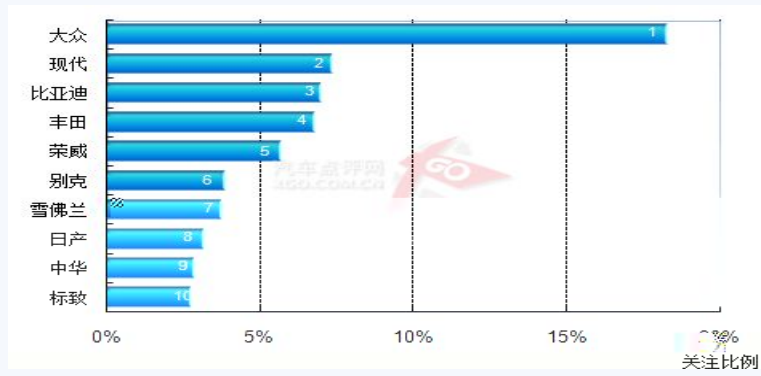
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20	20		14-15	18-20 12-13	16-17 12
80	8				
	10				
	8			3	5
	7		3	4	
	12	2	2	2	4
	20		4	4	6
	10			4	
	5		5	3	2
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					0
					1500
					50
					1

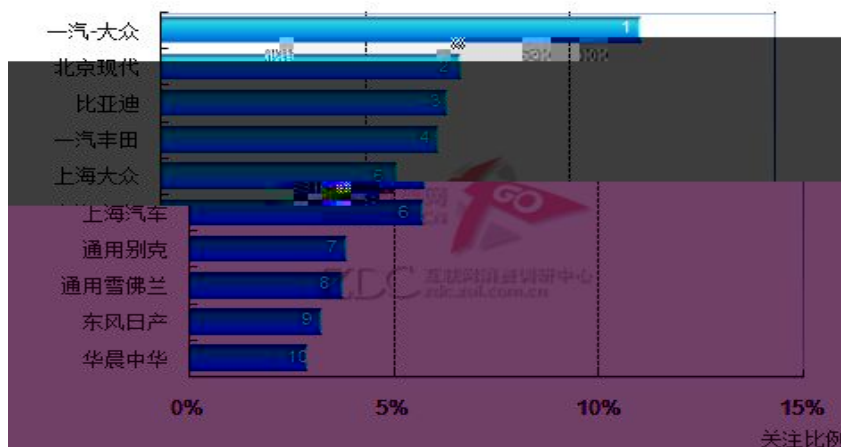
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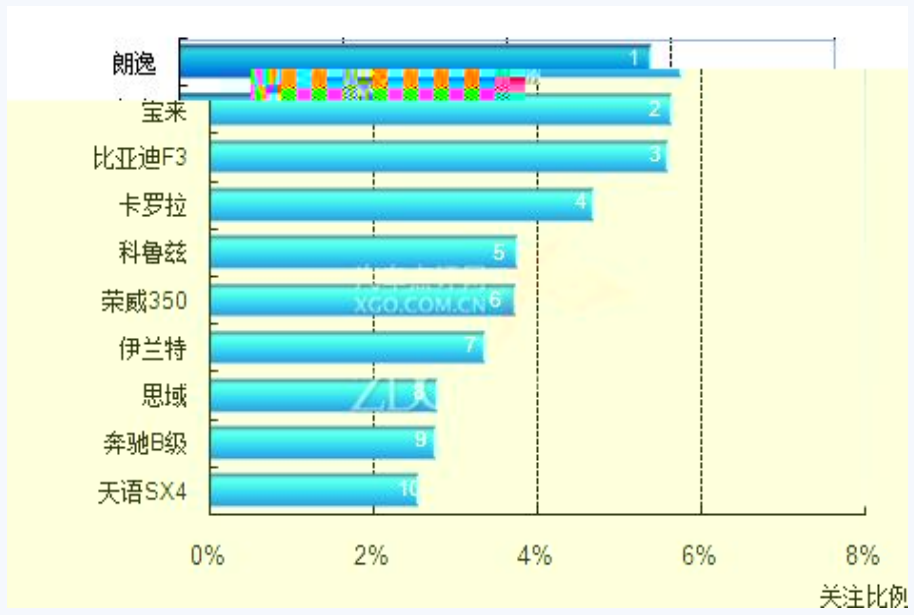
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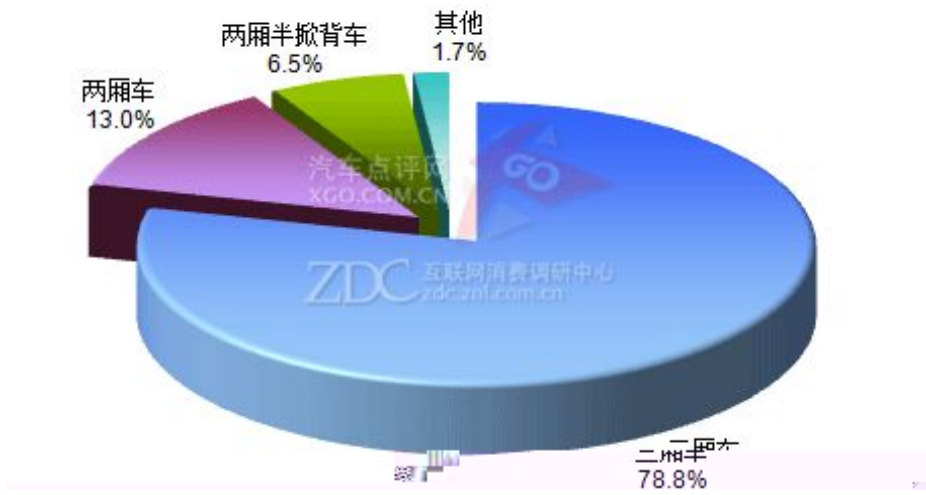
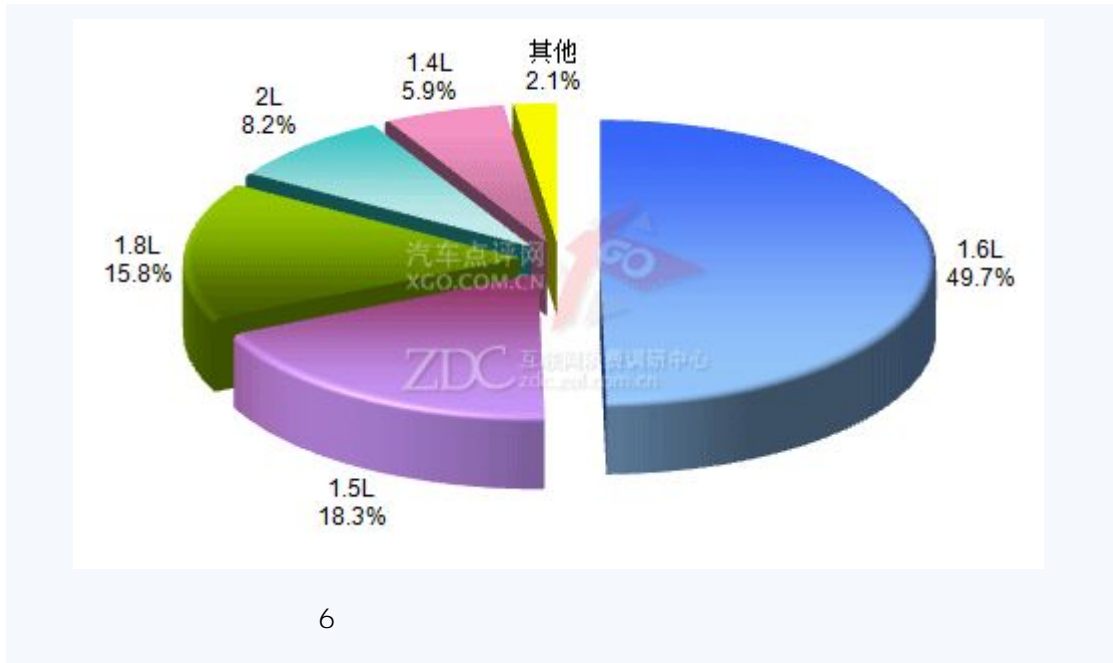
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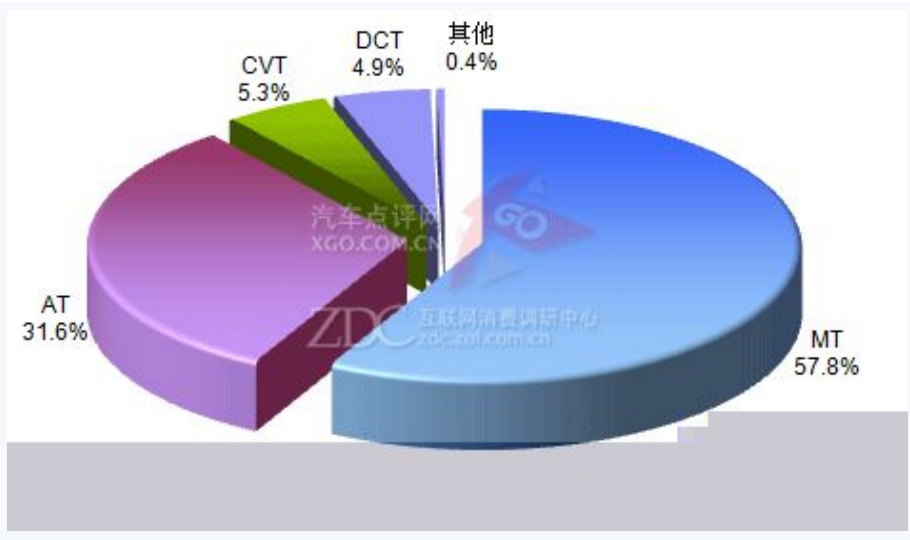


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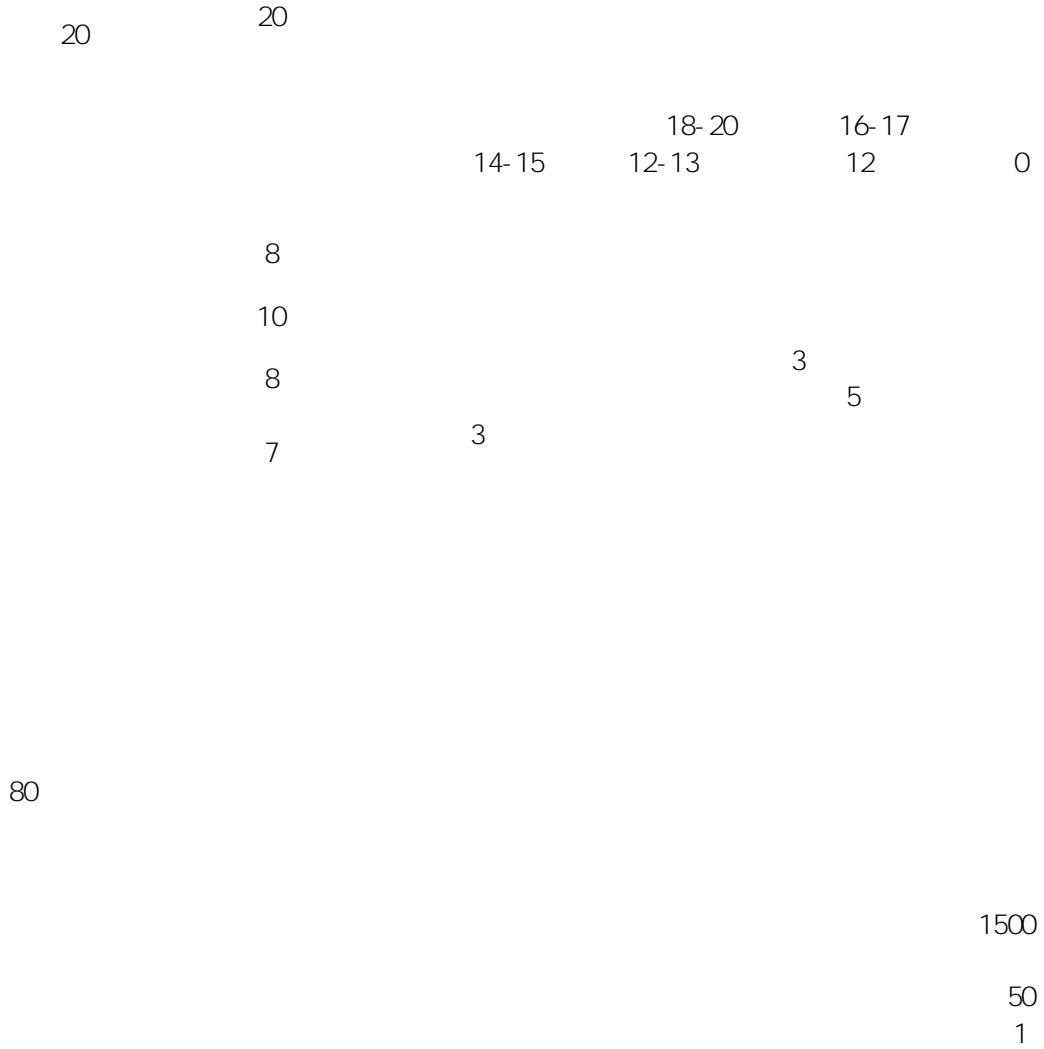
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1500

	70	30
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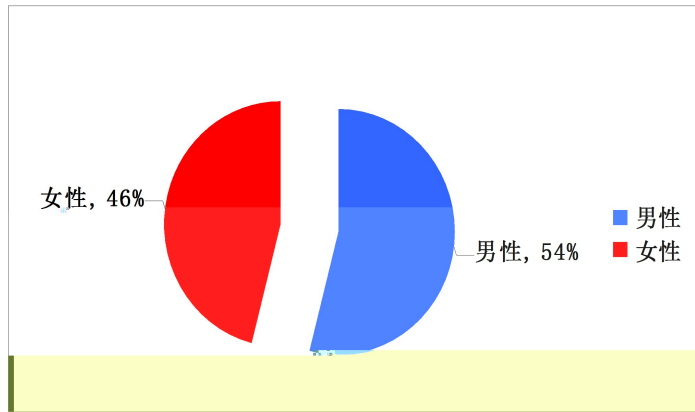
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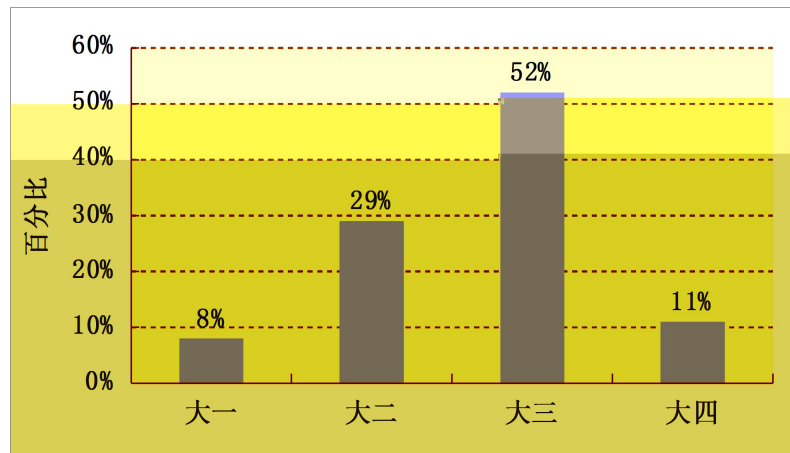


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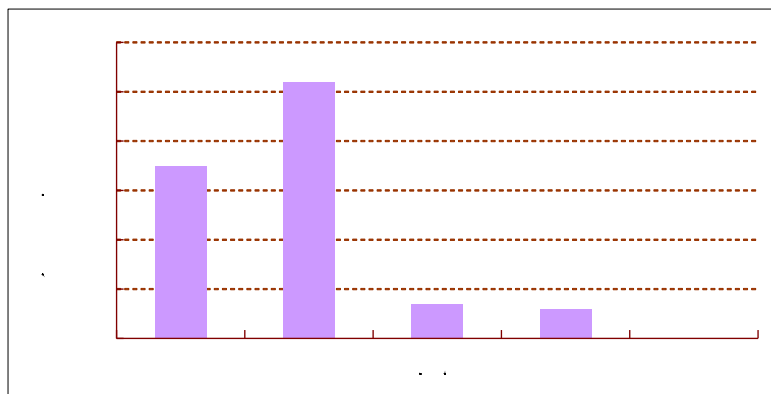
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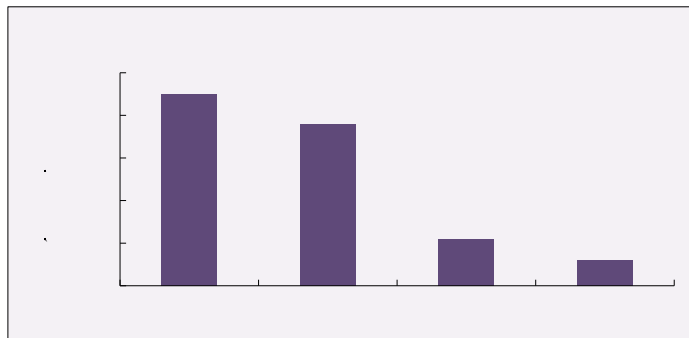


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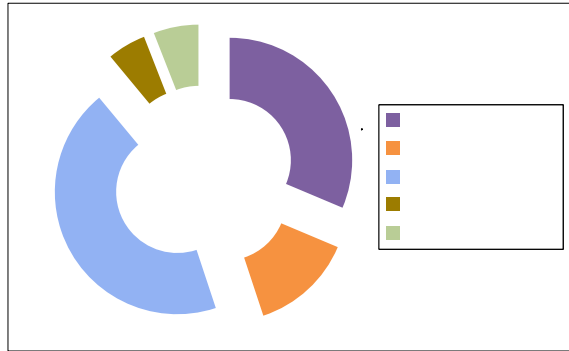
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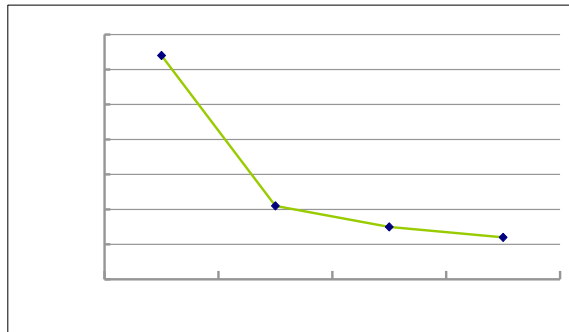


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		10						
		8			3	5		
		7		3	4			
		12	2	2	2	4		
		20		4	4	2		6
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		10				5		
		5		3	2			

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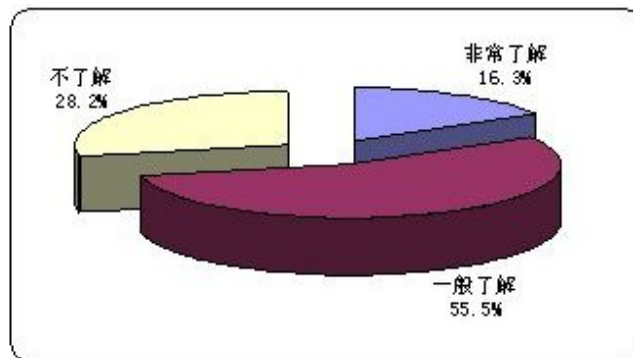
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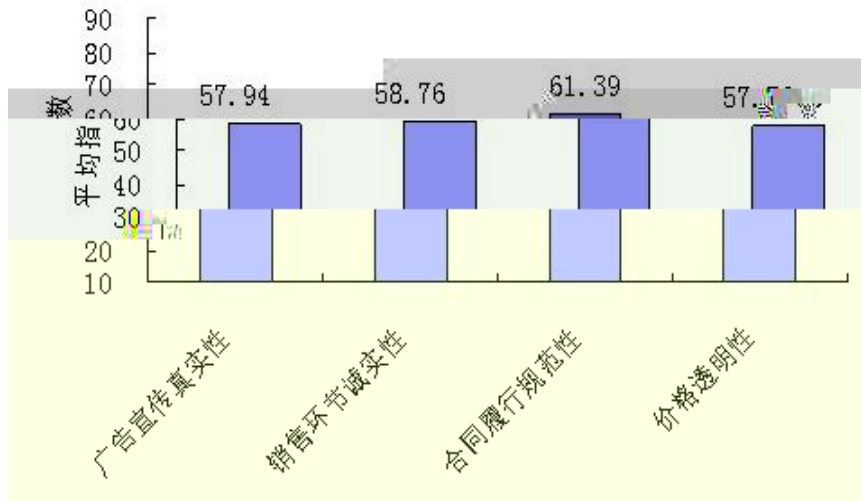
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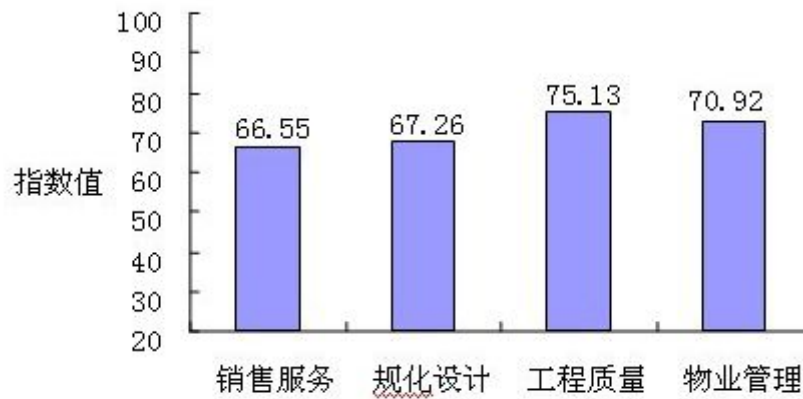


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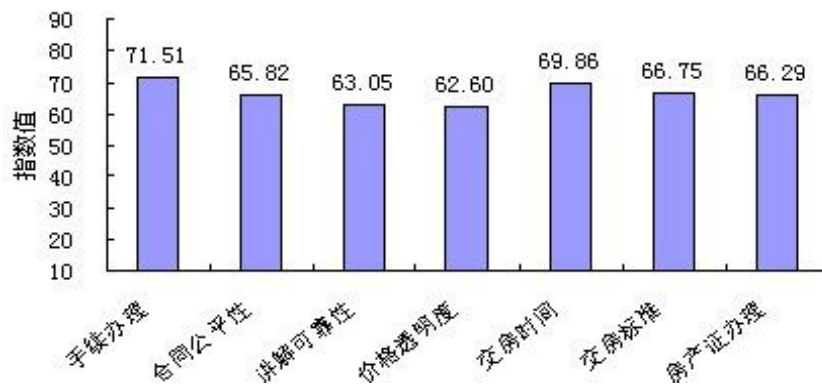


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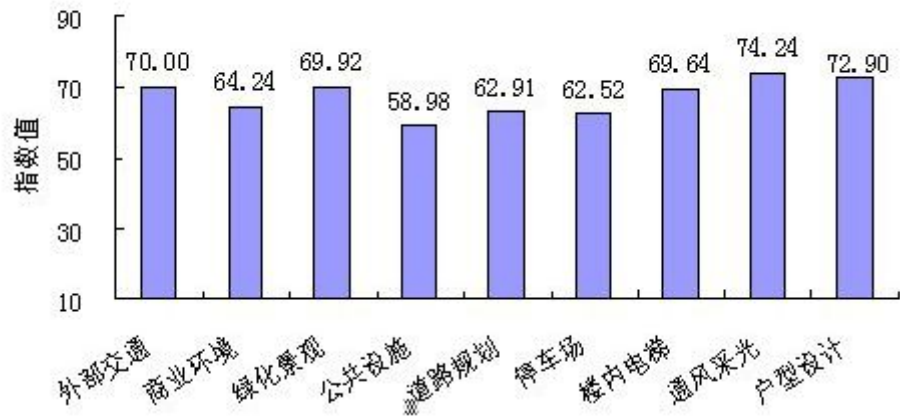
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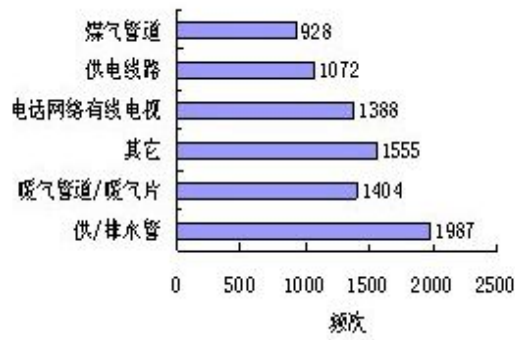
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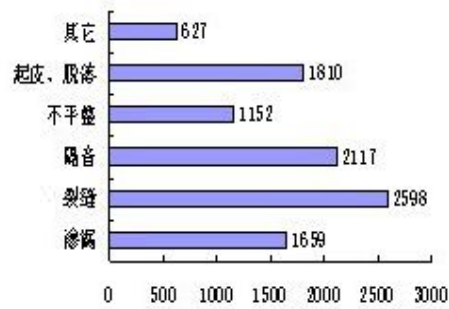
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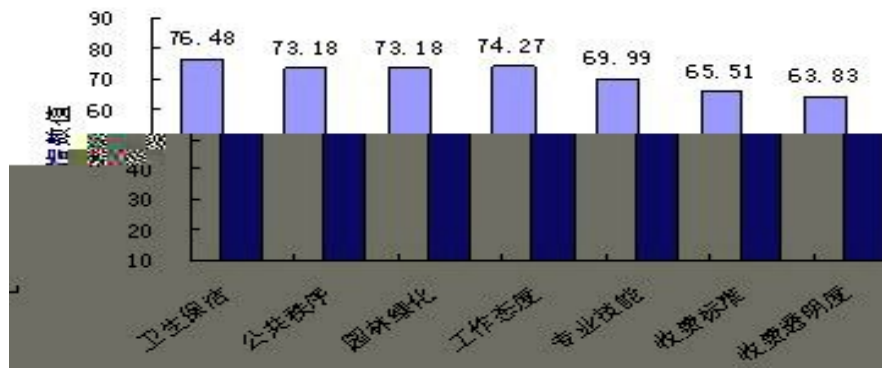
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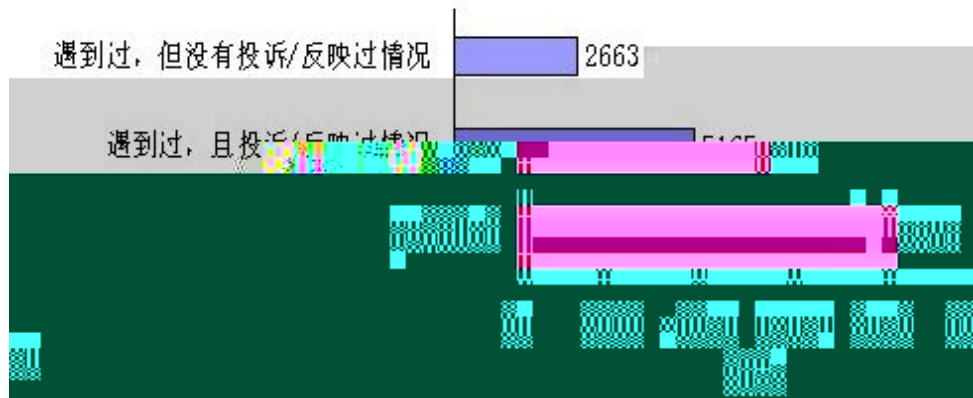
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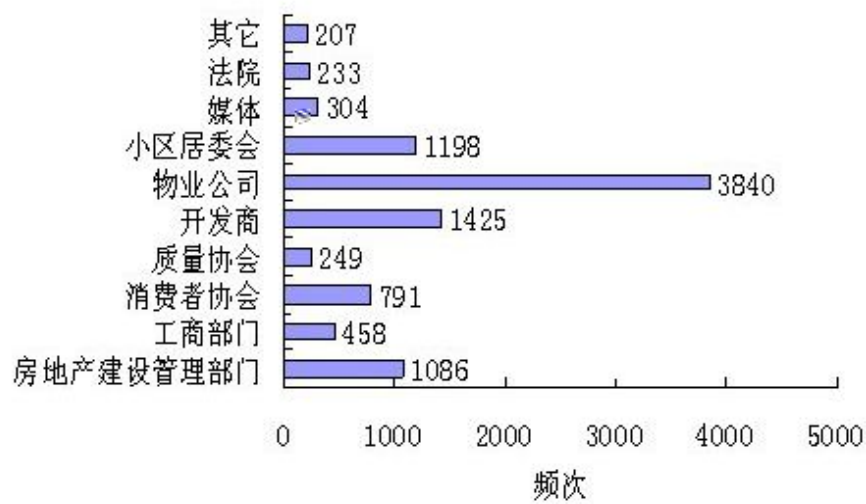
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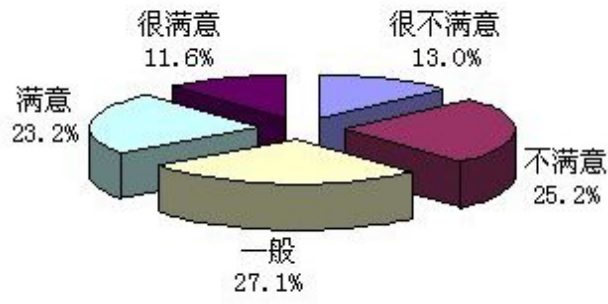


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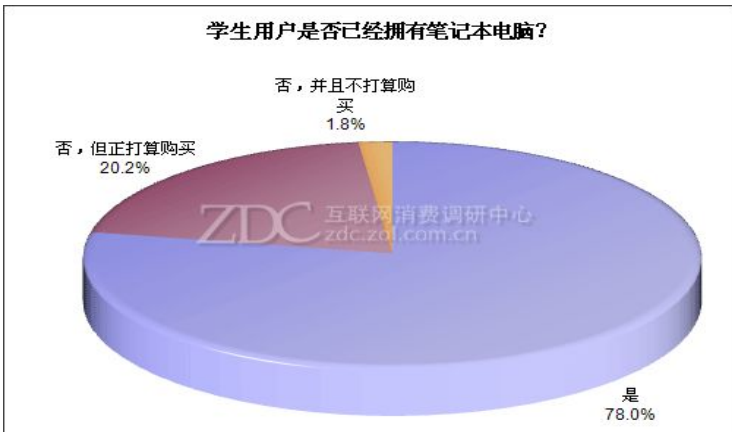
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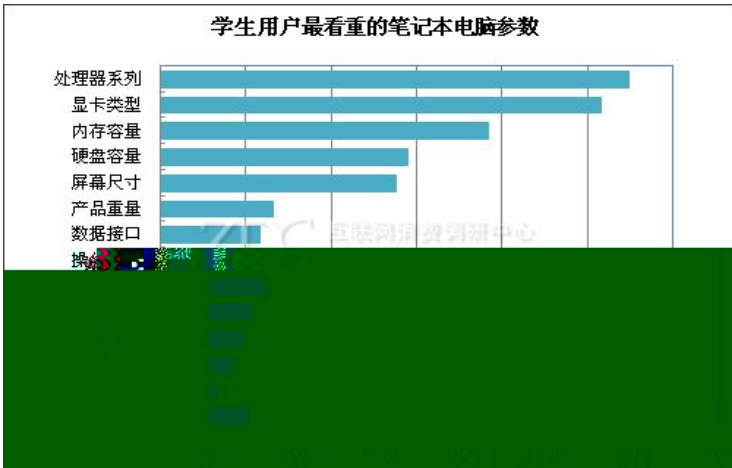
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		12		2	2
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					2
		20		4	4
					6
			4		
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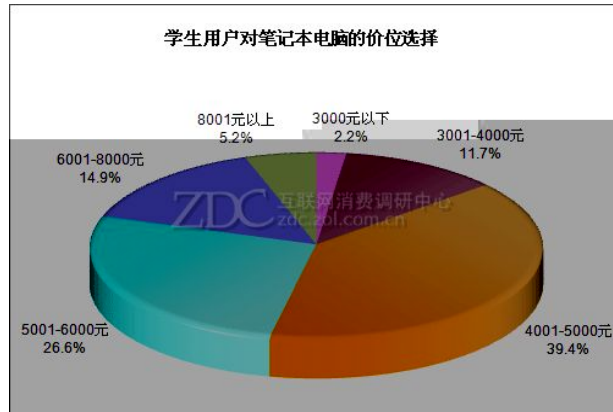
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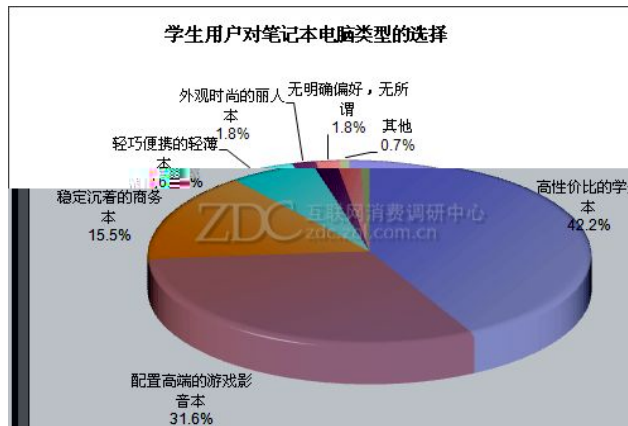
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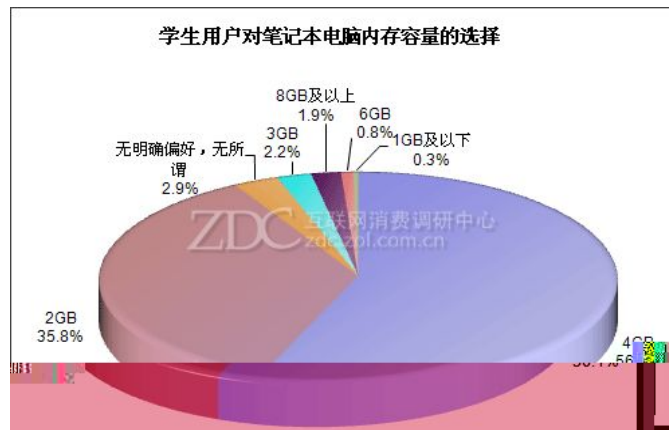
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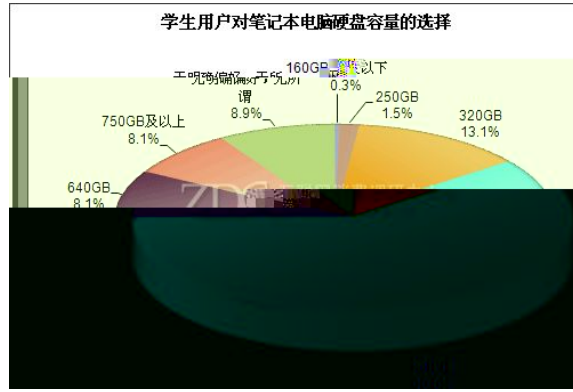
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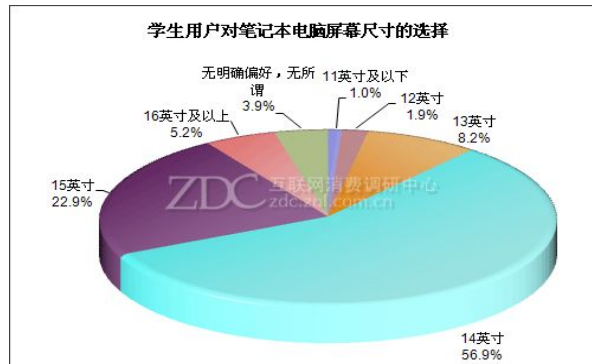
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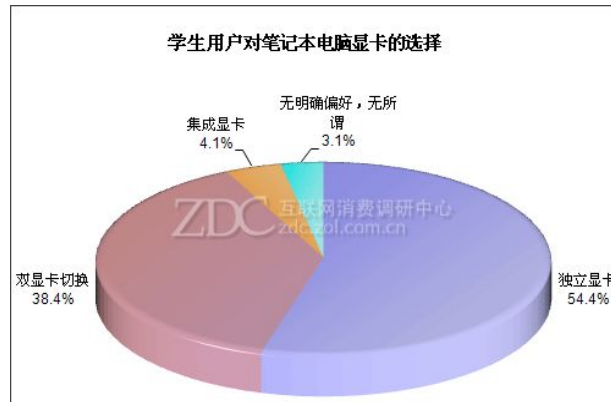
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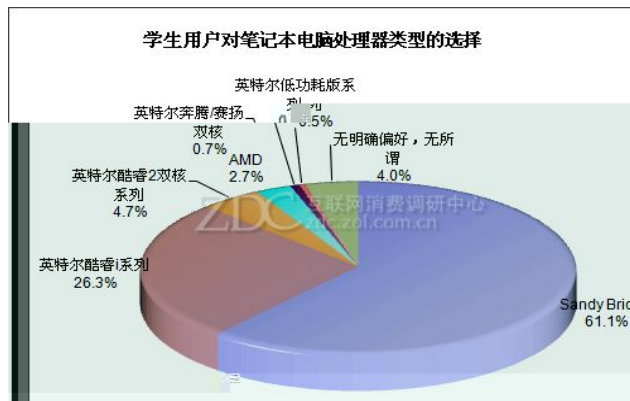
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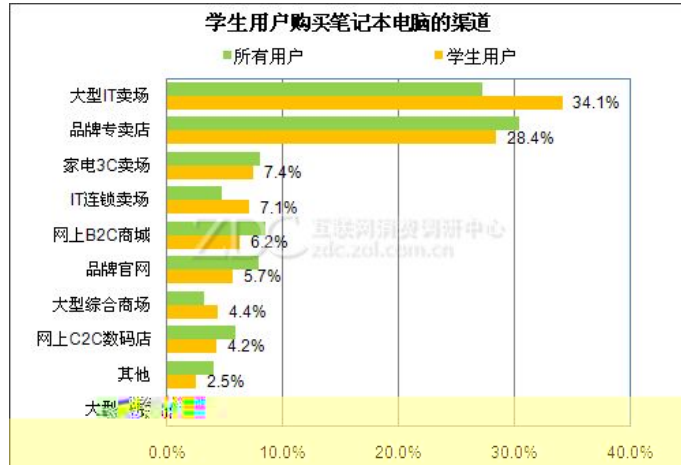
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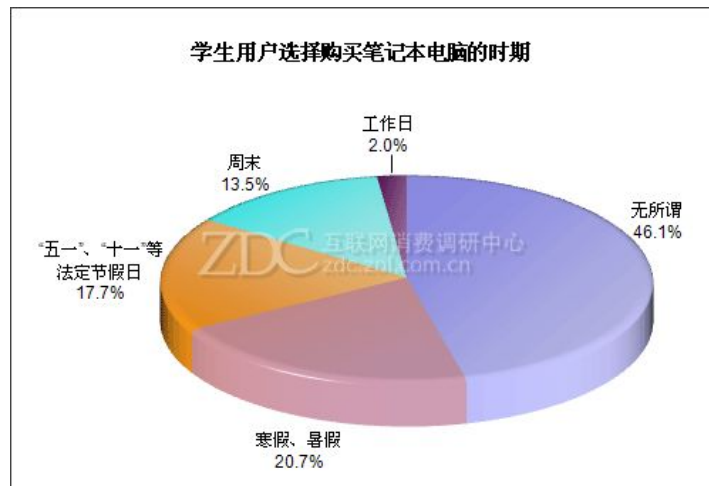
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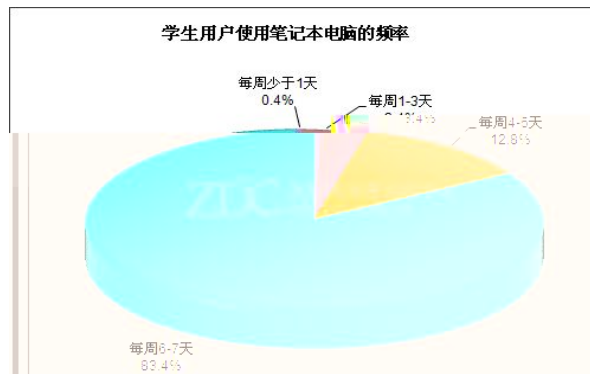
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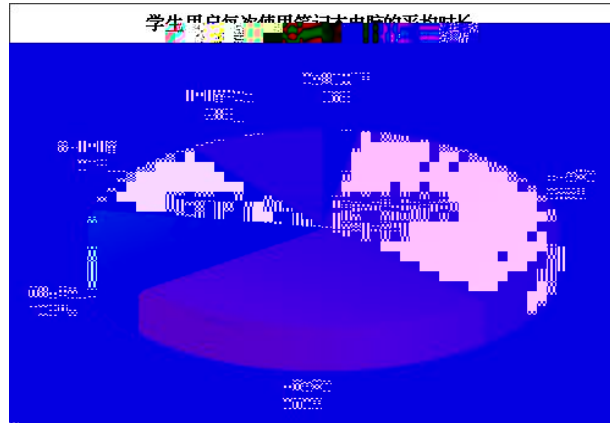
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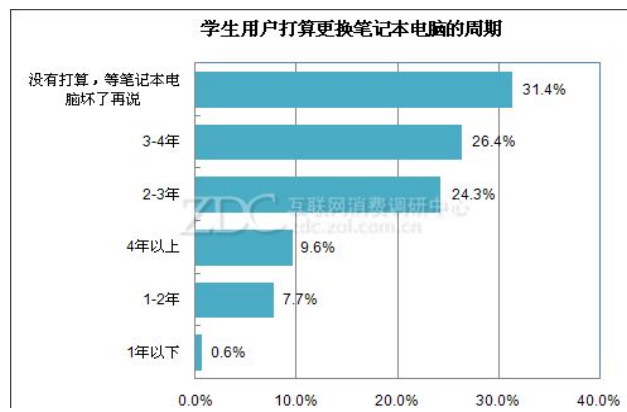
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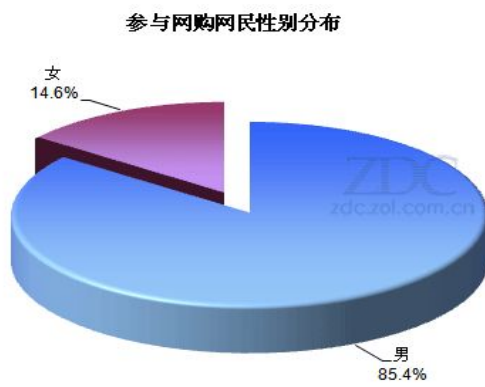
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	70	30	
	2		

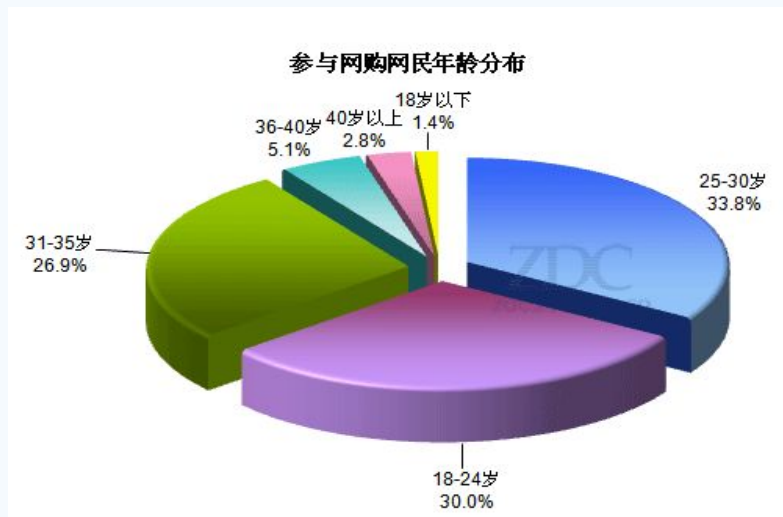
180

			5		
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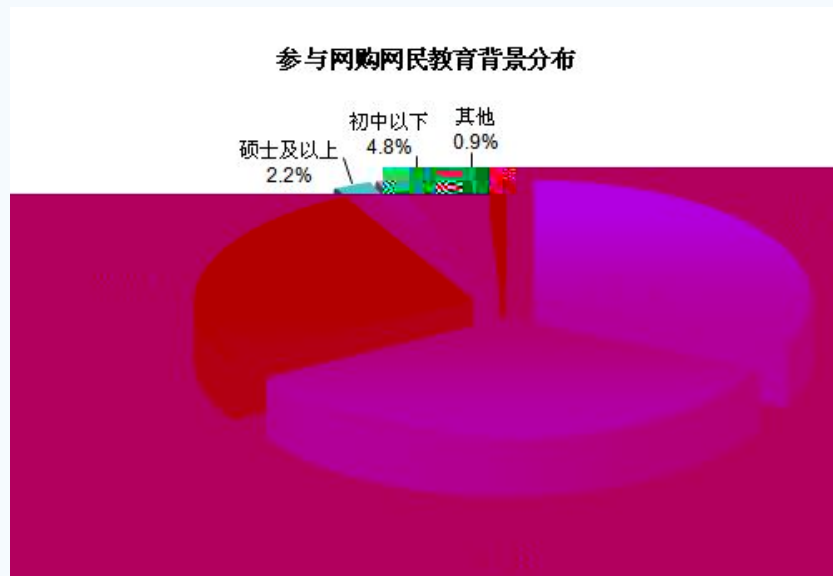
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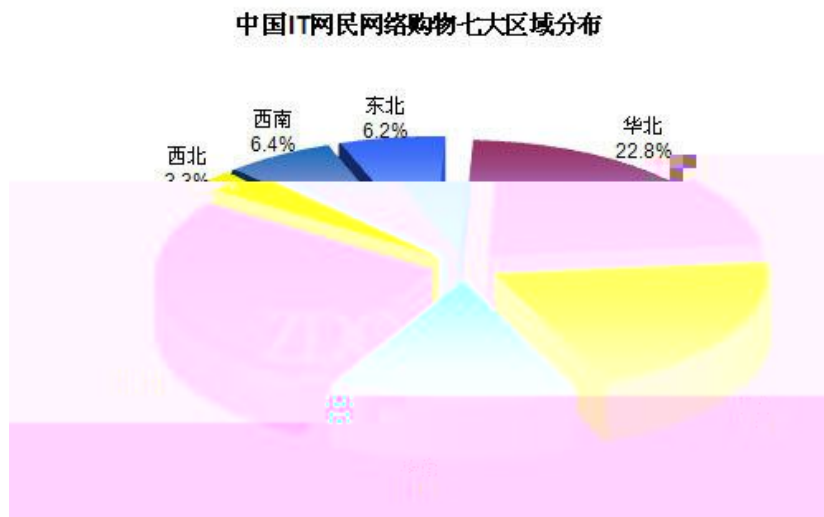
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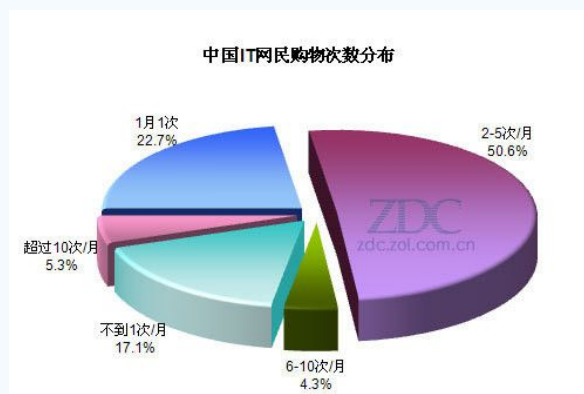
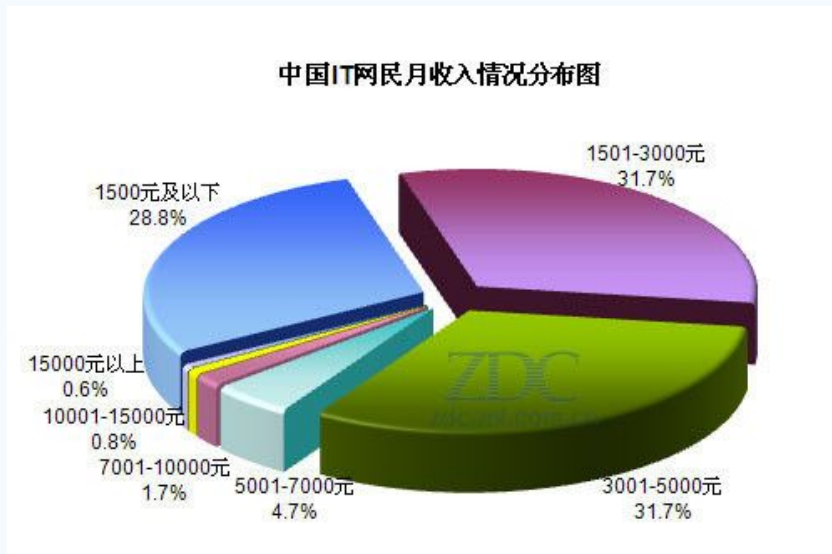


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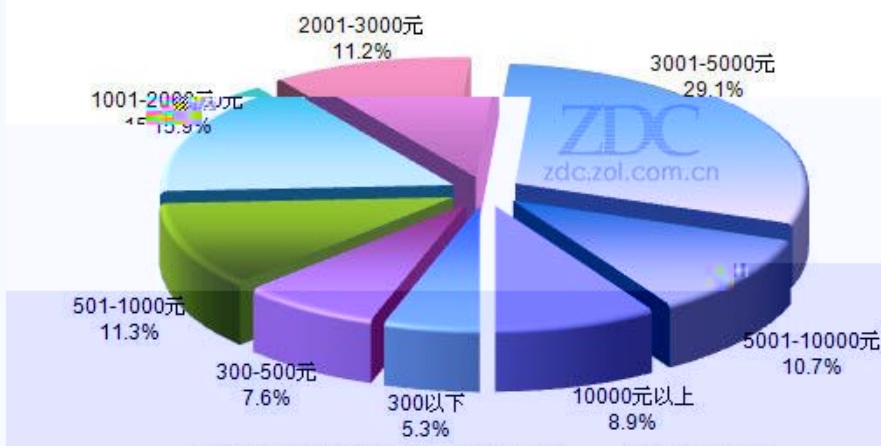


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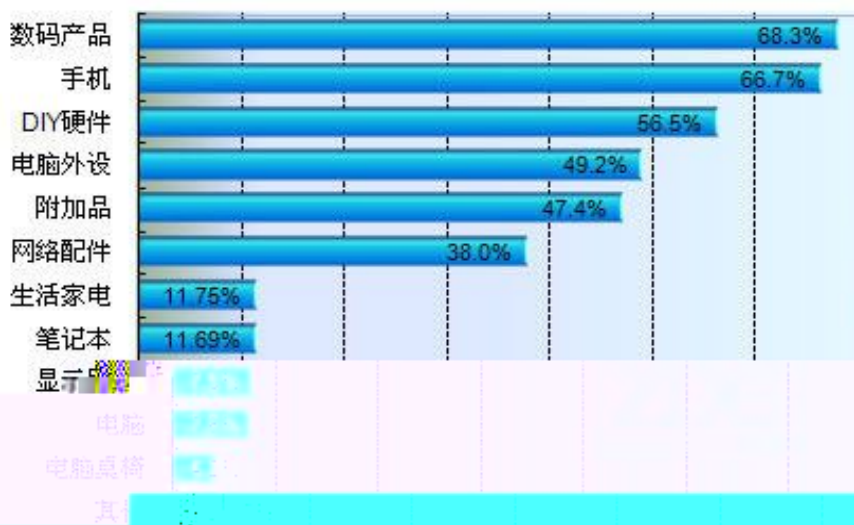


中国IT网民网络购物时IT产品购物金额分布图



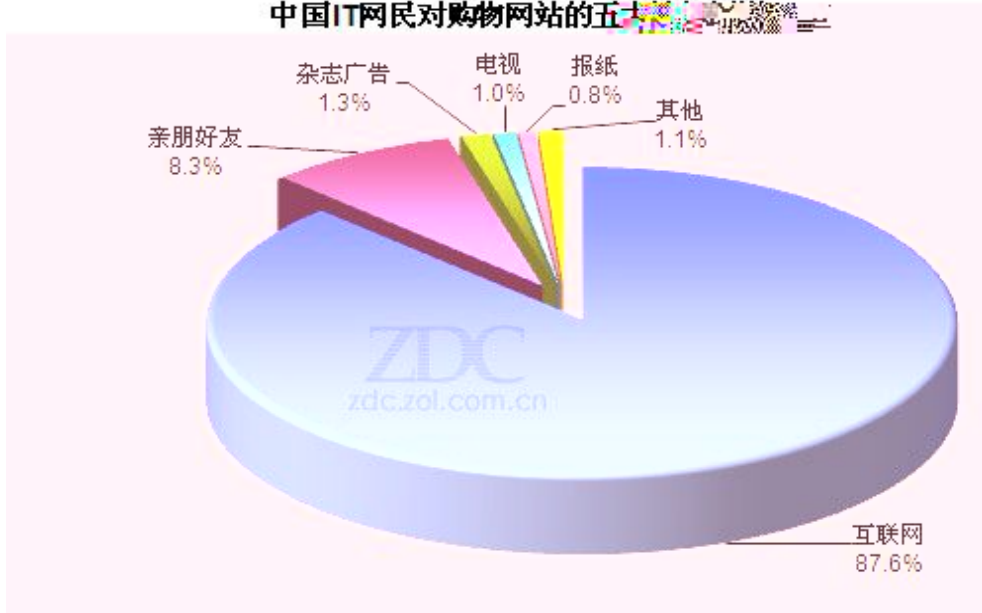
8 IT IT

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来源



10 IT

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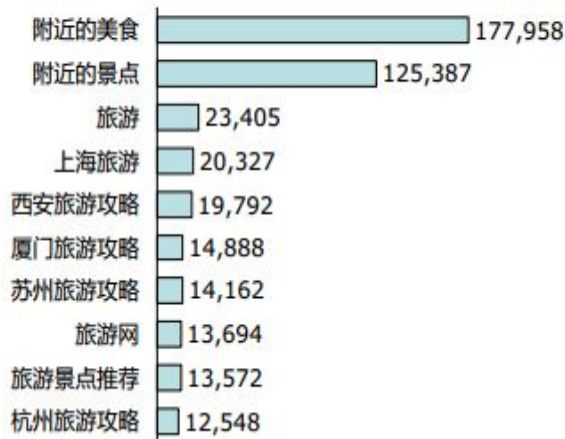
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1500

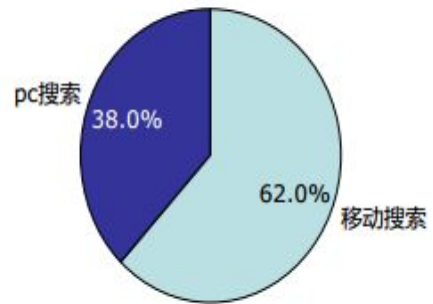
20		20			
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		20		4	4
				2	
		10			6
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国庆七天旅游行业通用词(TOP10)

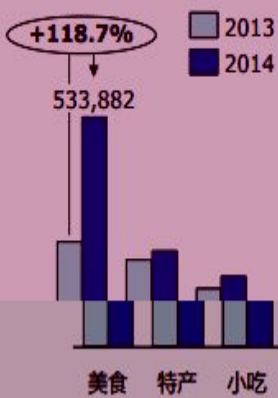


国庆七天不同搜索终端份额对比

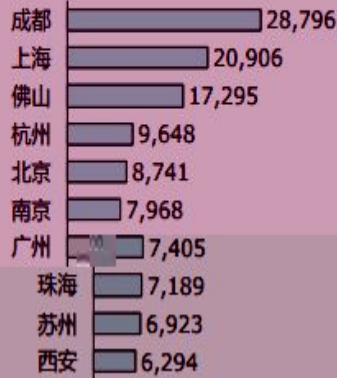


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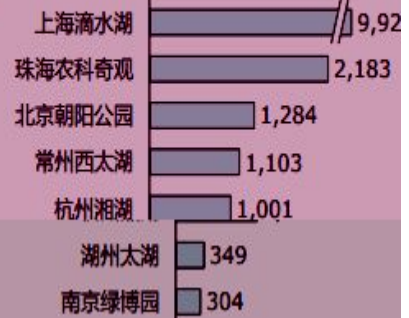
国庆七天美食特产的搜索热度



国庆七天美食城市TOP10



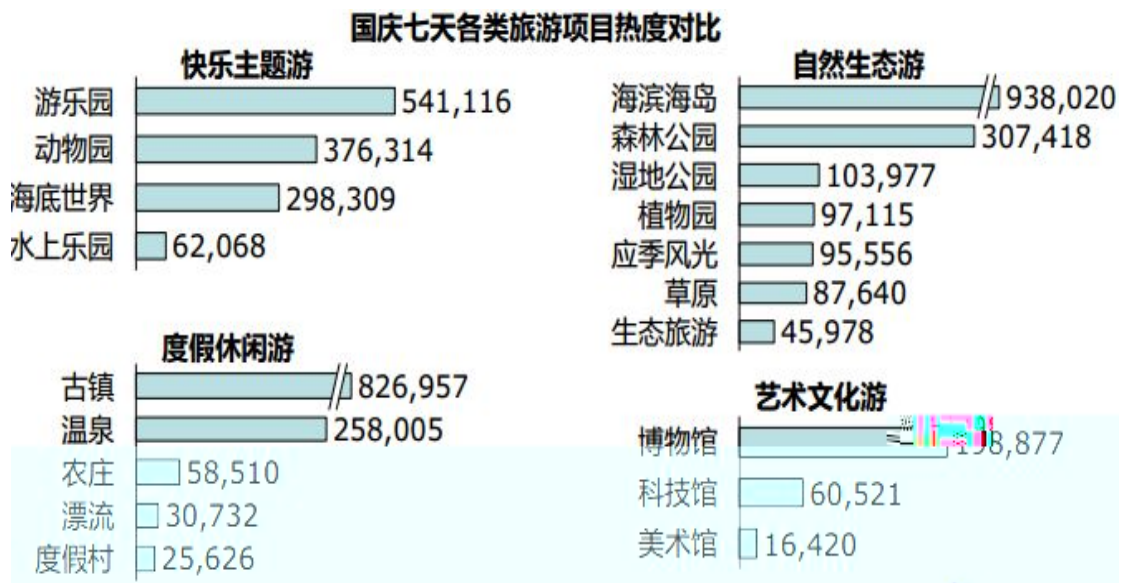
国庆七天最受关注的公园美食节



2

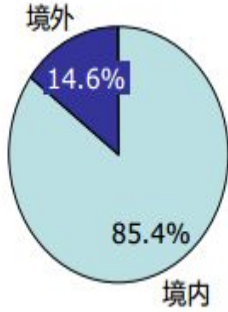


3

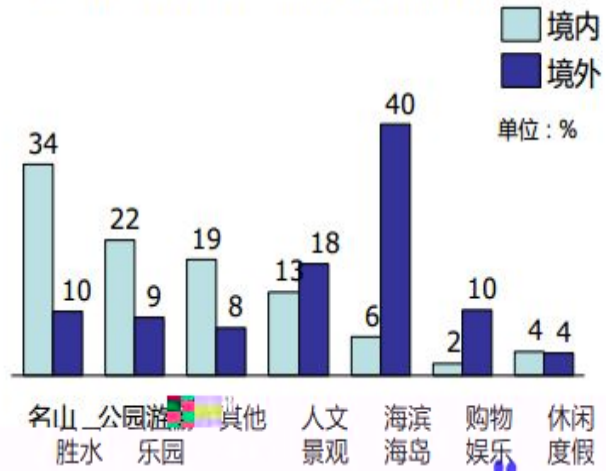


4

国庆七天境内外目的地搜索份额对比

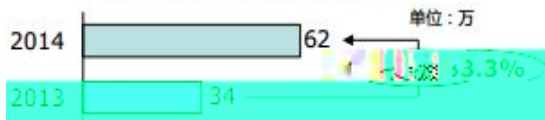


国庆七天网民关注的境内外景点类别



5

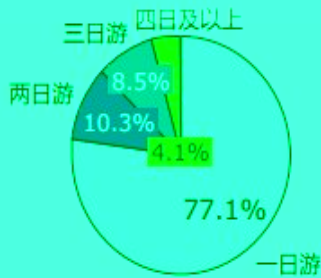
国庆七天周边游热度及同比



国庆七天周边游城市TOP10

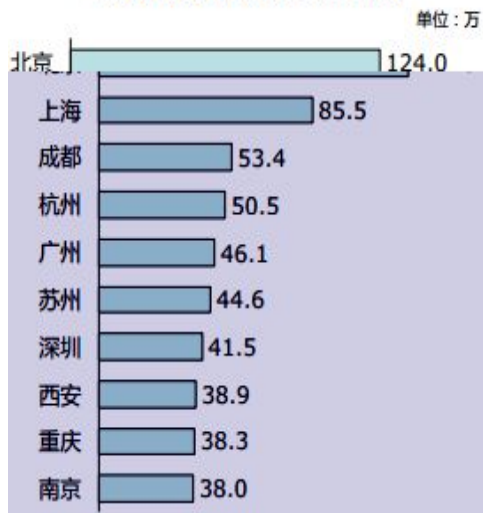


国庆七天不同时间长度旅游占比

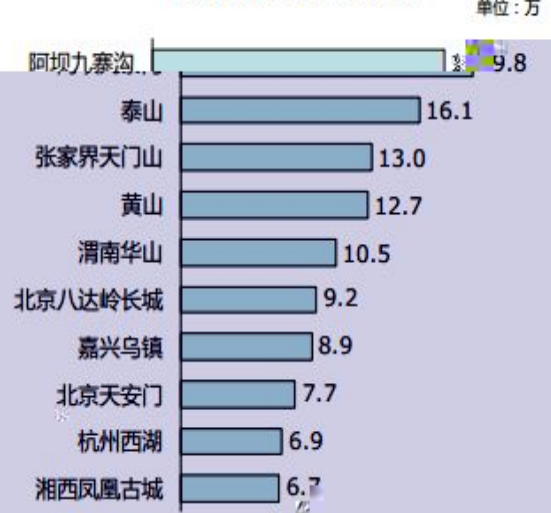


6

国庆七天境内热门目的地城市



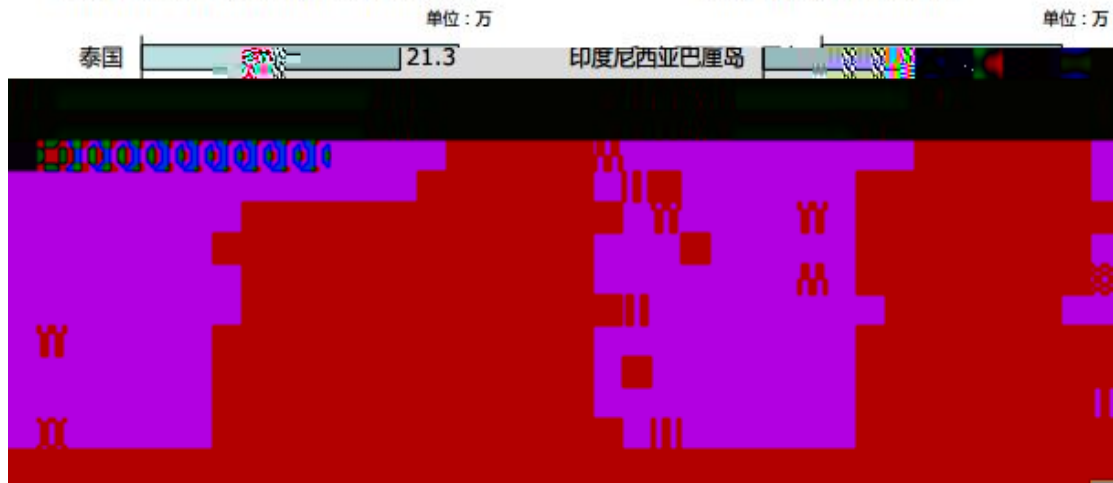
国庆七天境内热门景点



国庆七天境外热门目的地国家及地区



国庆七天境外热门景点



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	70	30
	2	

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

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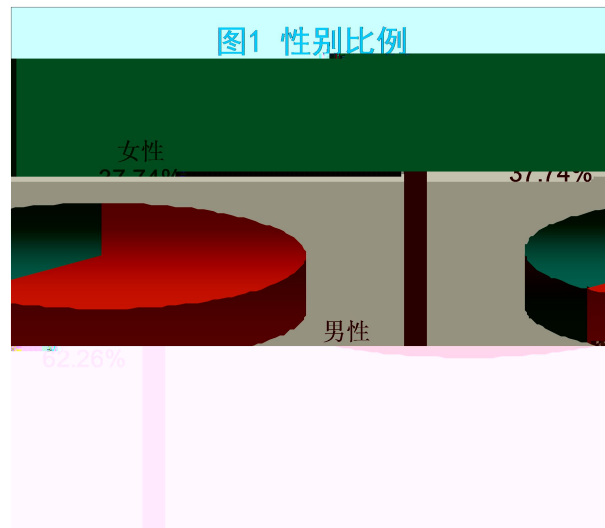
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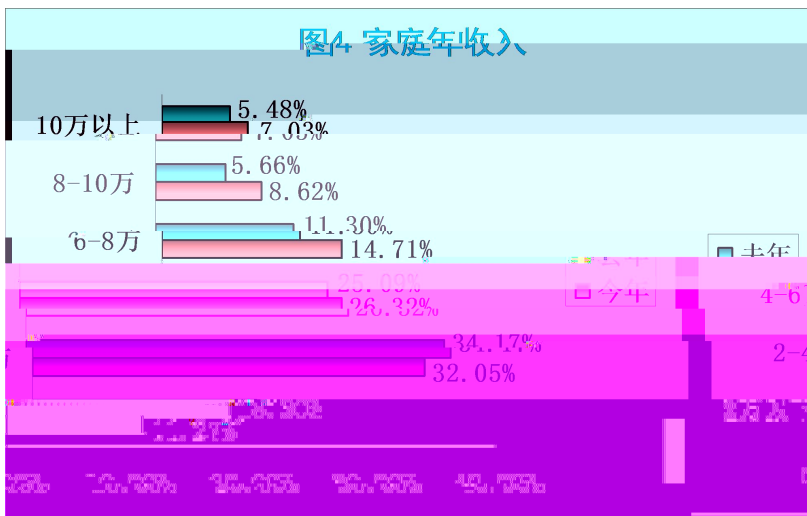
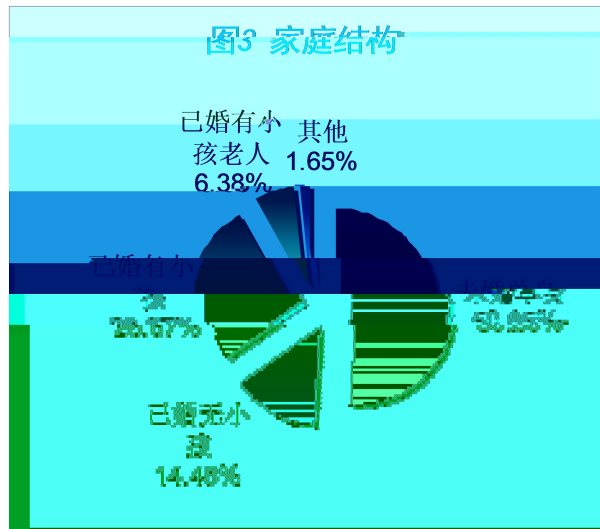
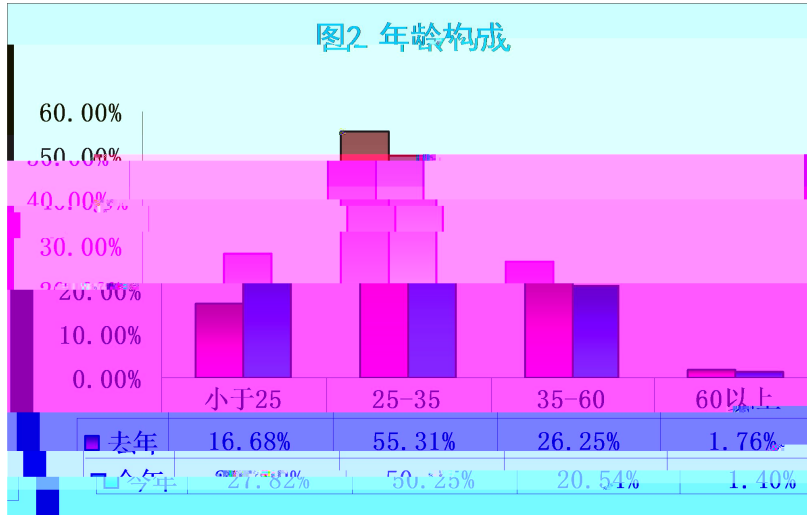
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				5	3	2	
			5				
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71.36% 6337 10000 7136 88.80%





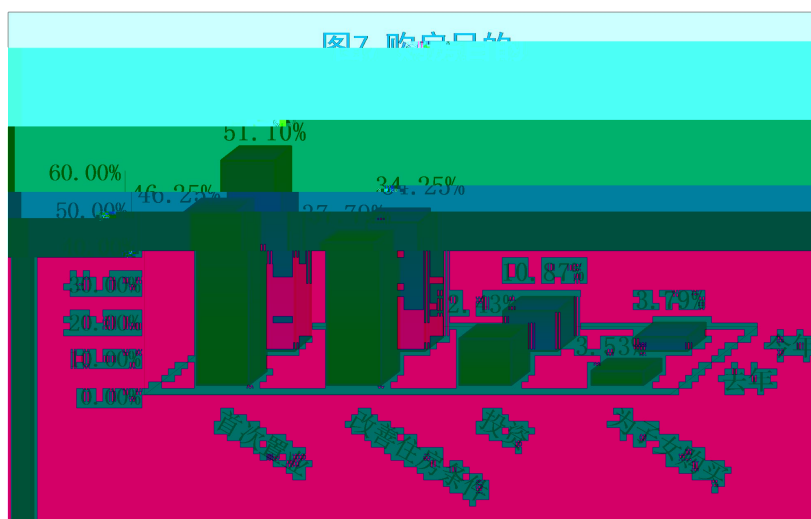
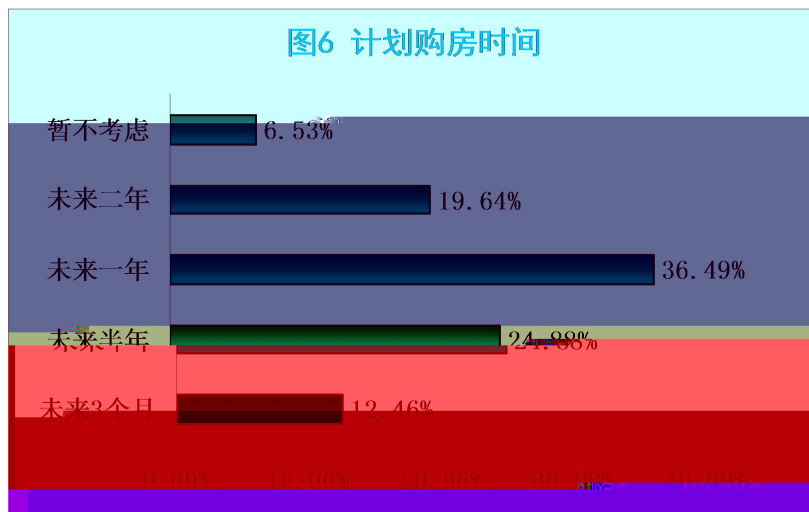
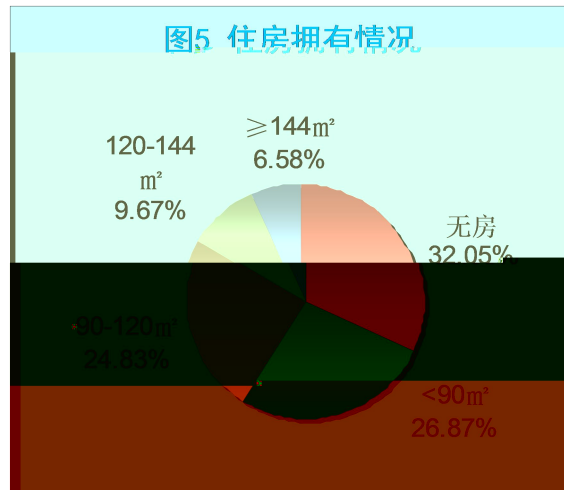


图8 不同年龄层购房目的

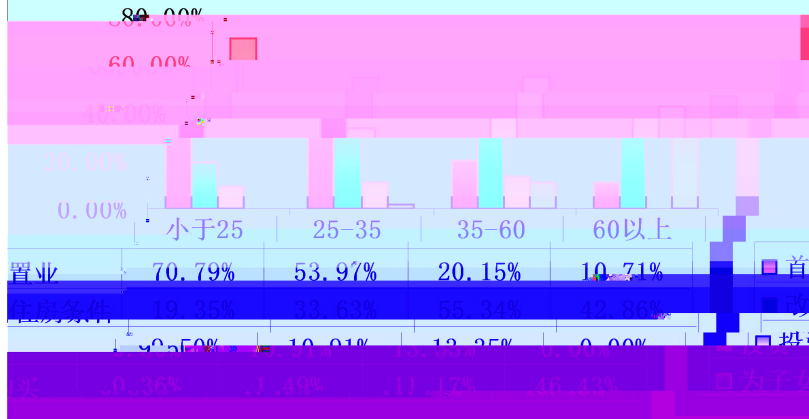


图9 购房类型

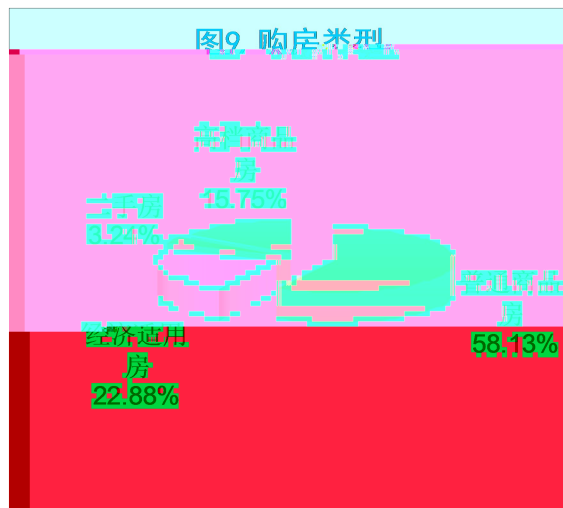
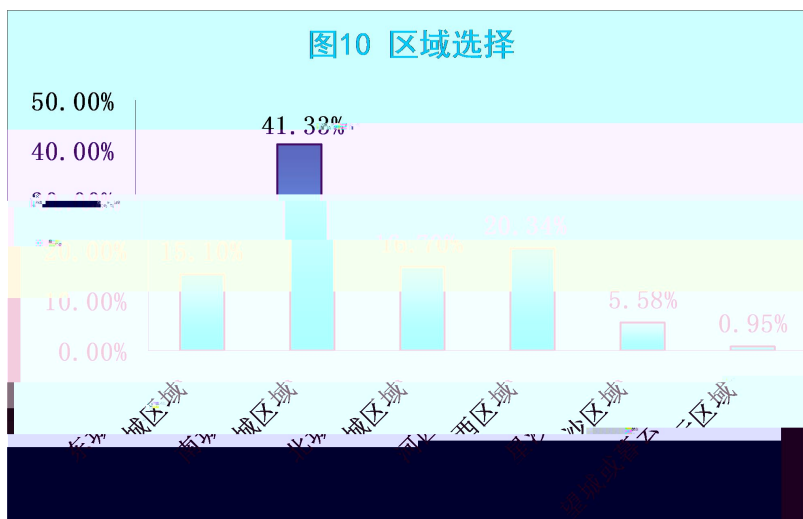


图10 区域选择



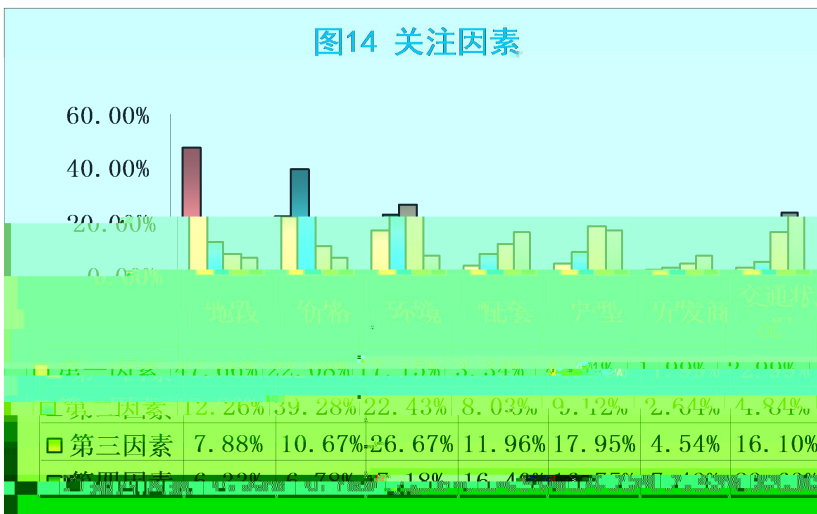
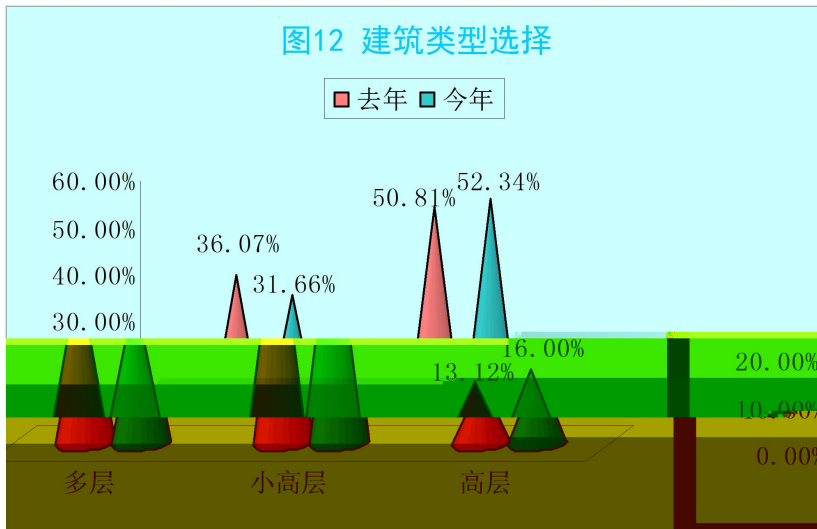
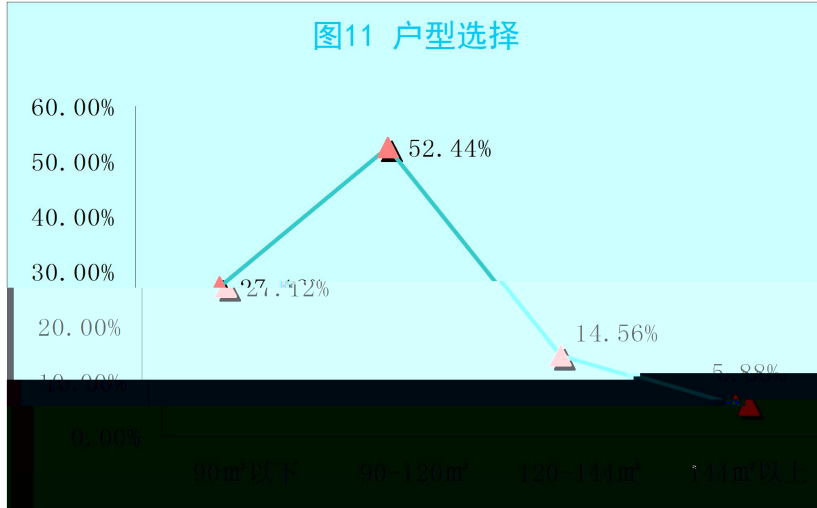
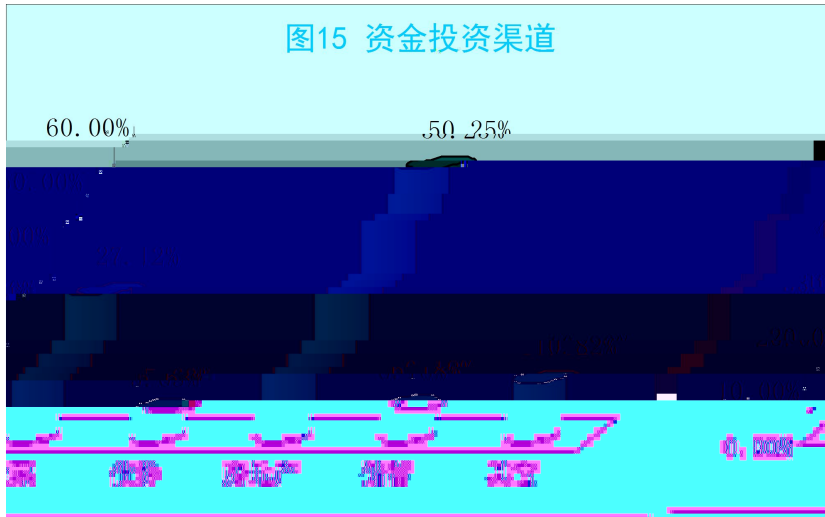


图15 资金投资渠道



1

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1500

	70	30
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180

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20		20			14-15	18-20 12-13	16-17 12	0	
80			8						1500 50 1
			10						
			8						
			7	3	4			3 5	
			12	2	2	2		4	
			20	4	4			2	
			10						
			5	5	3			2	
			5						
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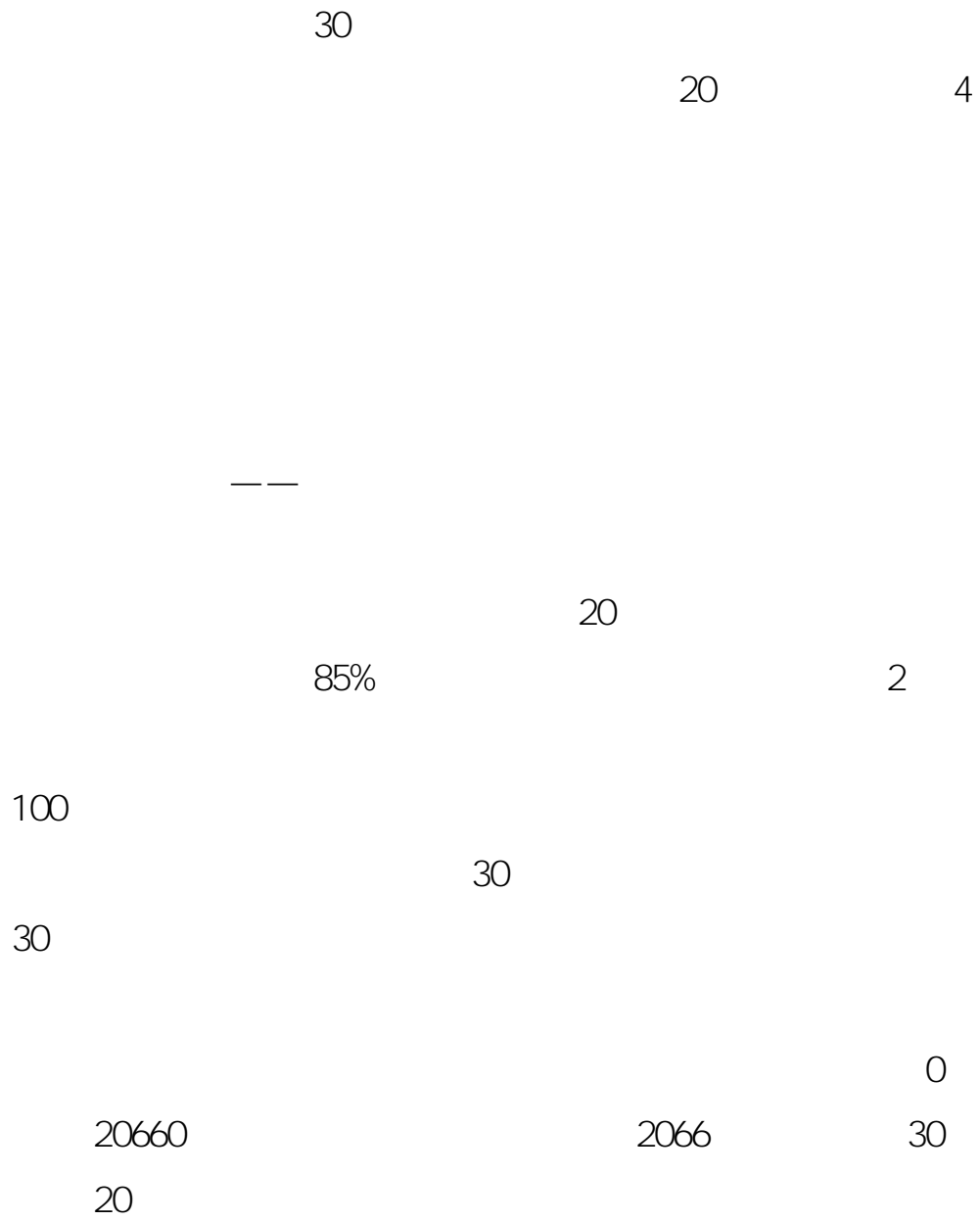
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20	10			9-10	7-8
		5-6	3-4	3	
	10				9-10
		3	7-8	5-6	3-4
	2				0

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	()		
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2		2		1

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5

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

		5		1
		20	5	
			10 2	
			3 3	
40	5	1		
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		1		
	25	2		
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360 ¥15.5 420 , ¥18.8

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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	
				2				
			5			2		
			3					
40	5	1						
		2						
		1						
		1						
	25	2						
		3		()				
		3						
		2						
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5					()			

	10	2		
		3		
		2		
		3	5 1-2	
		100		

2-4,

		70		5
		5		
				2
	2	1		
	2		1	

60

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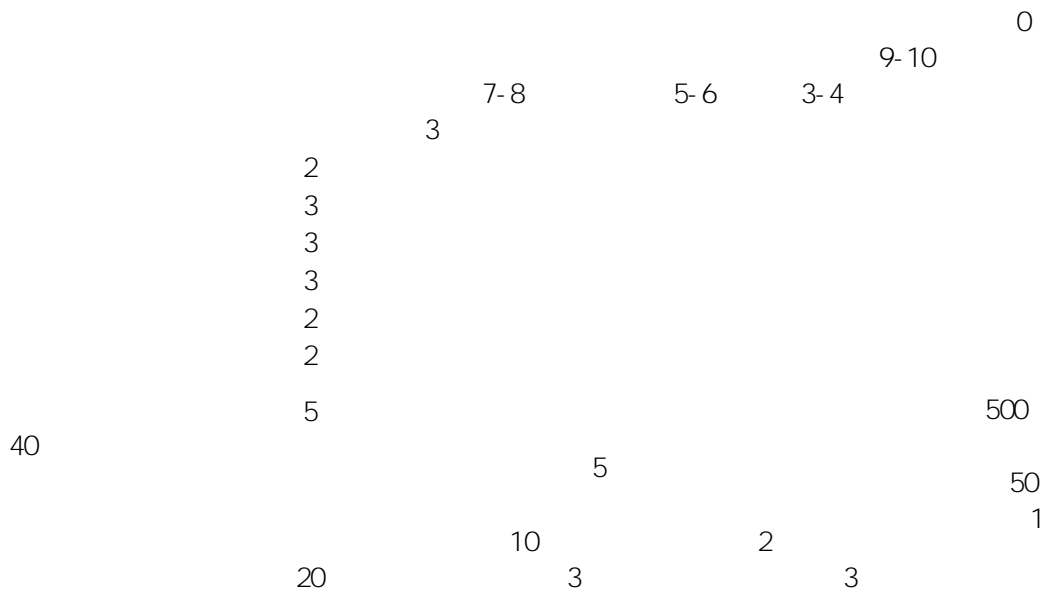
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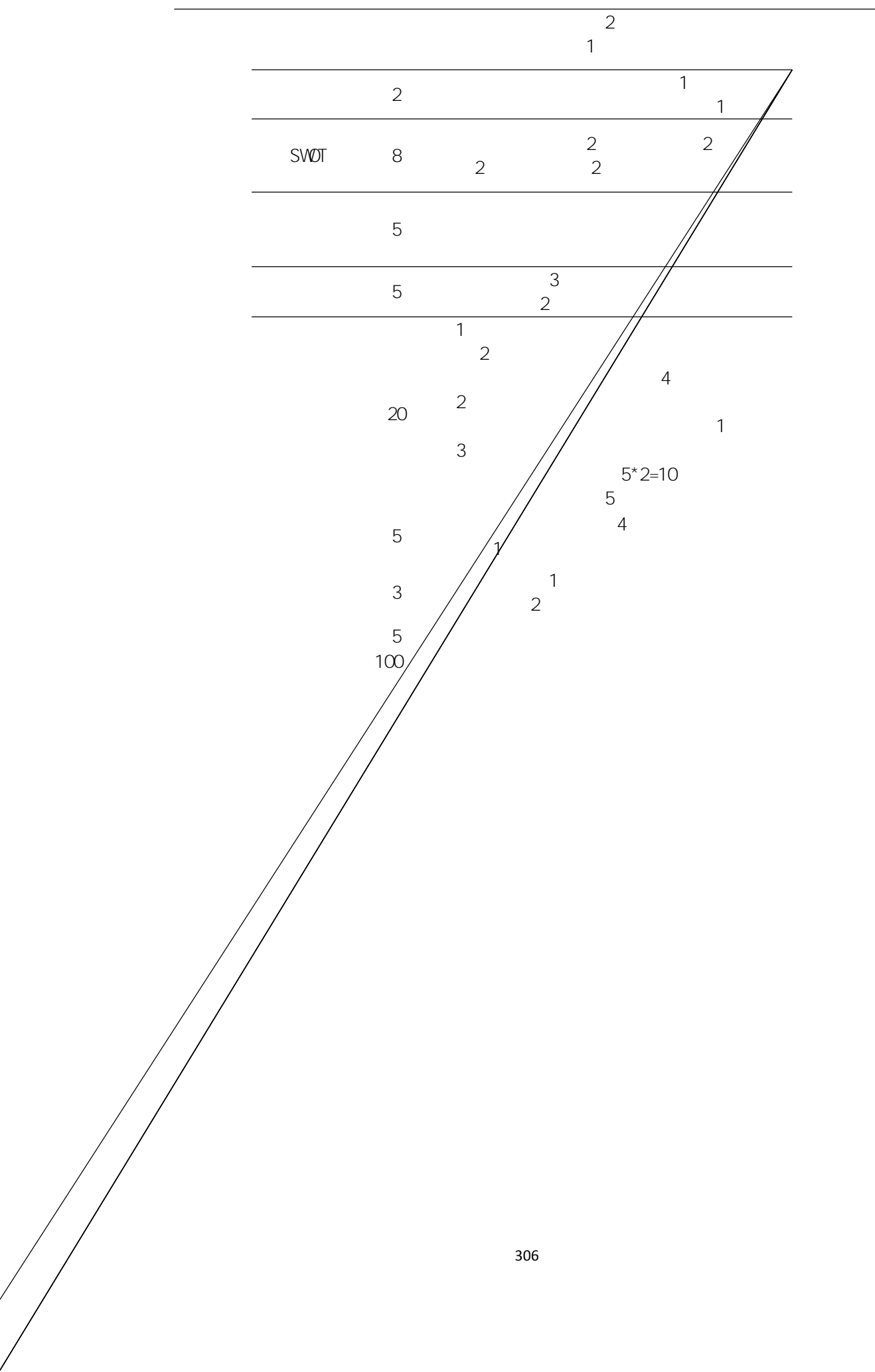
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2000

	70	30
	2	

180

	20	20	18-20 12-13	16-17 12	14-15 0
80		5			2000 50 1
		5			
		2			
		2			
		3			
		10	4	3	

2
1 2
1 1
2
SWOT 8

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

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