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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

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1.	3-1	.....	182
2.	3-2	.....	187
3.	3-3	.....	193
4.	3-4	( ).....	198
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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 " "		
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1.	5-1	Reno10		
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2.	5-2	Geneo Personal		
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3.	5-3			
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4.	5-4			
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5.	5-5			
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6.	5-6	I H		
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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	
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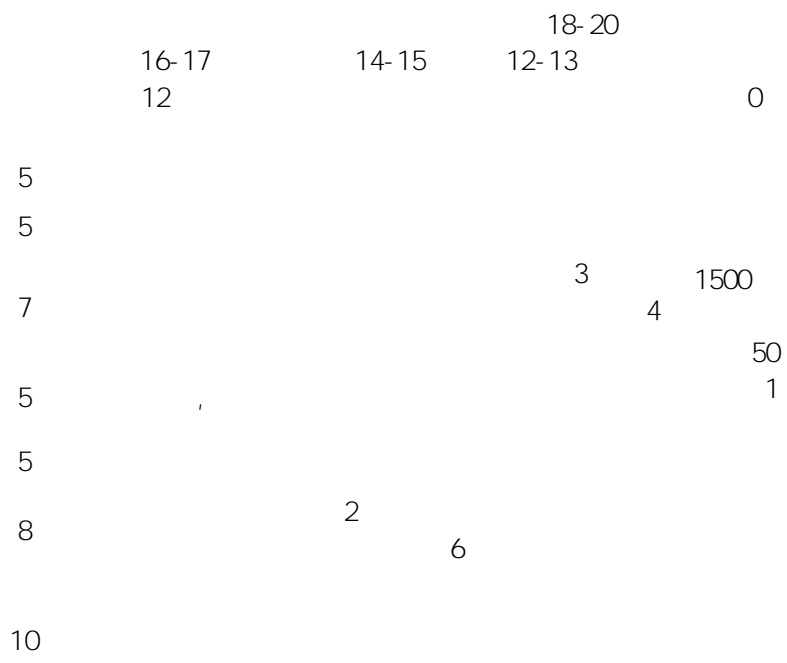
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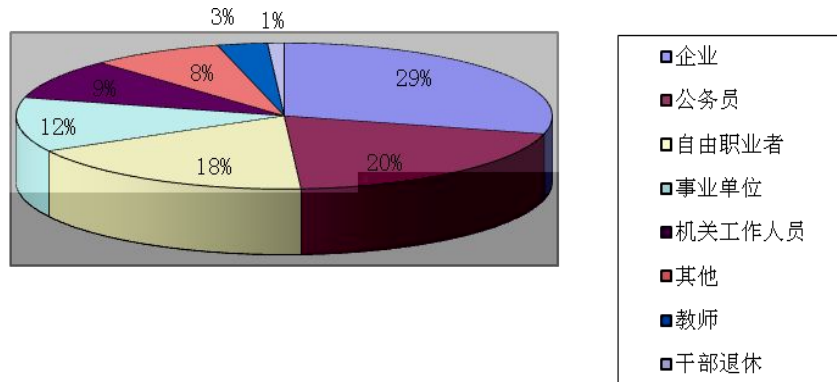
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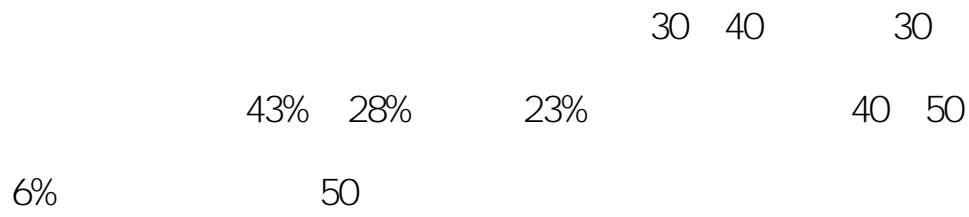
	%	%
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	34.78	71.74
	8.70	80.44
	17.39	97.83
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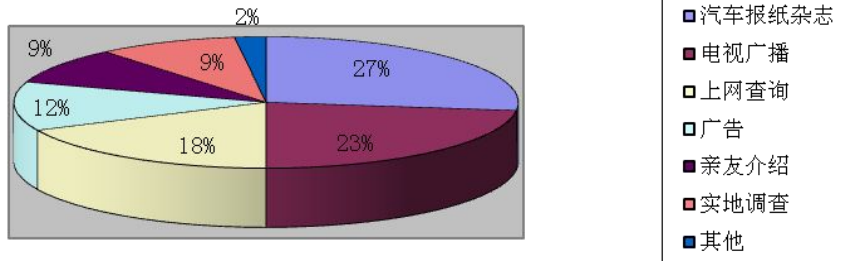


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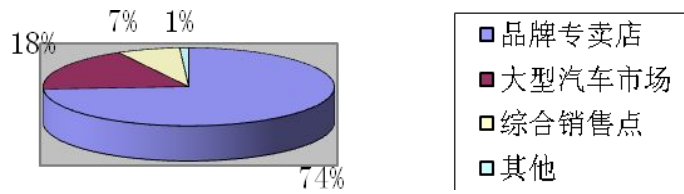


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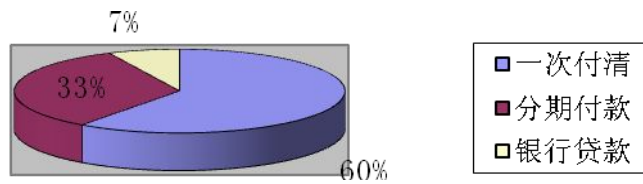
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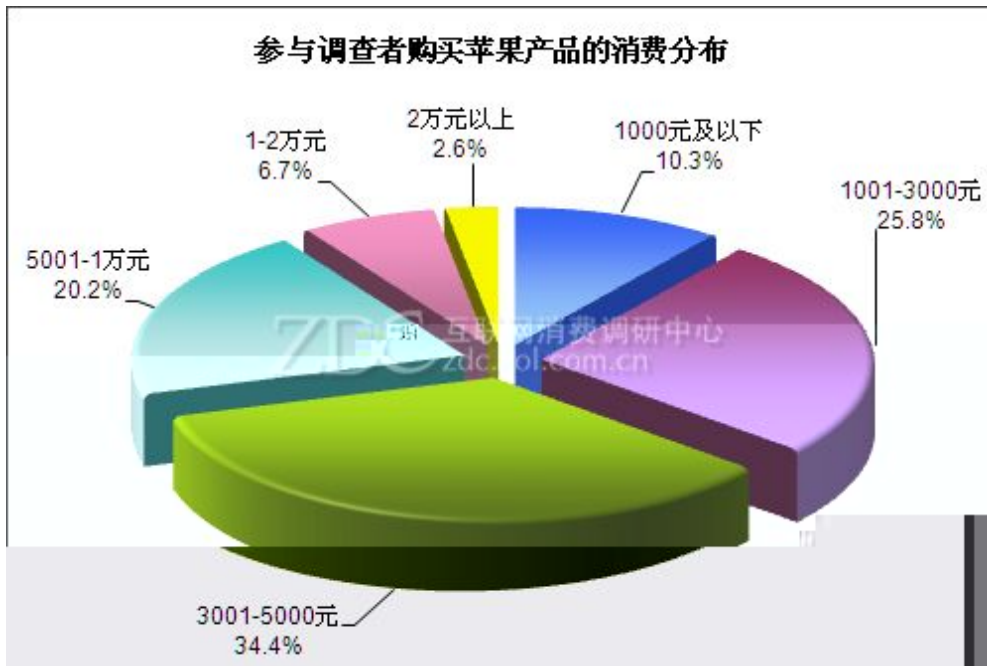
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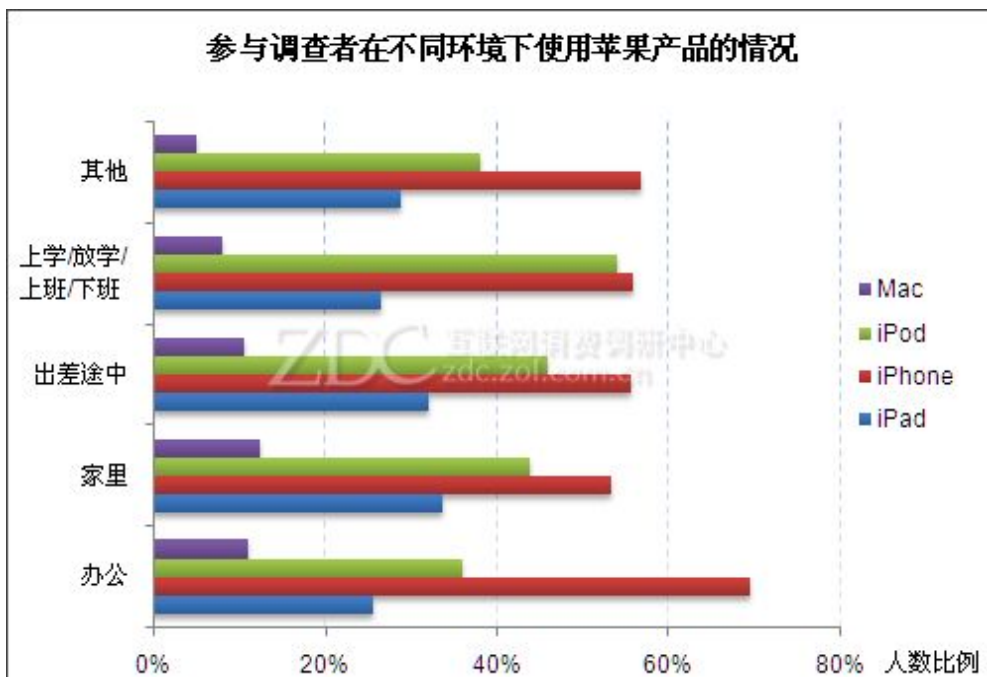
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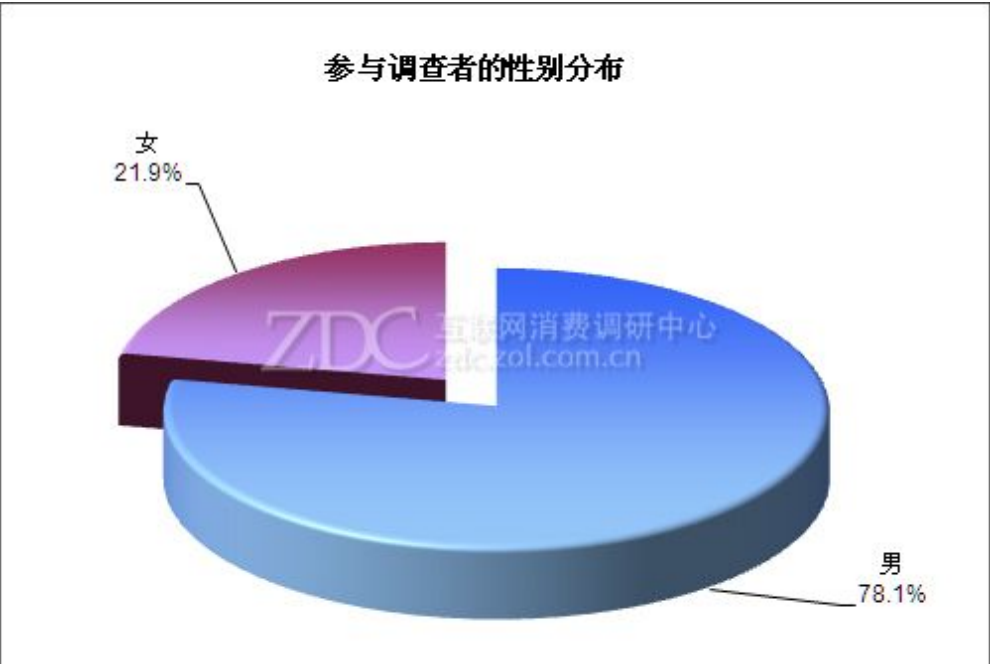




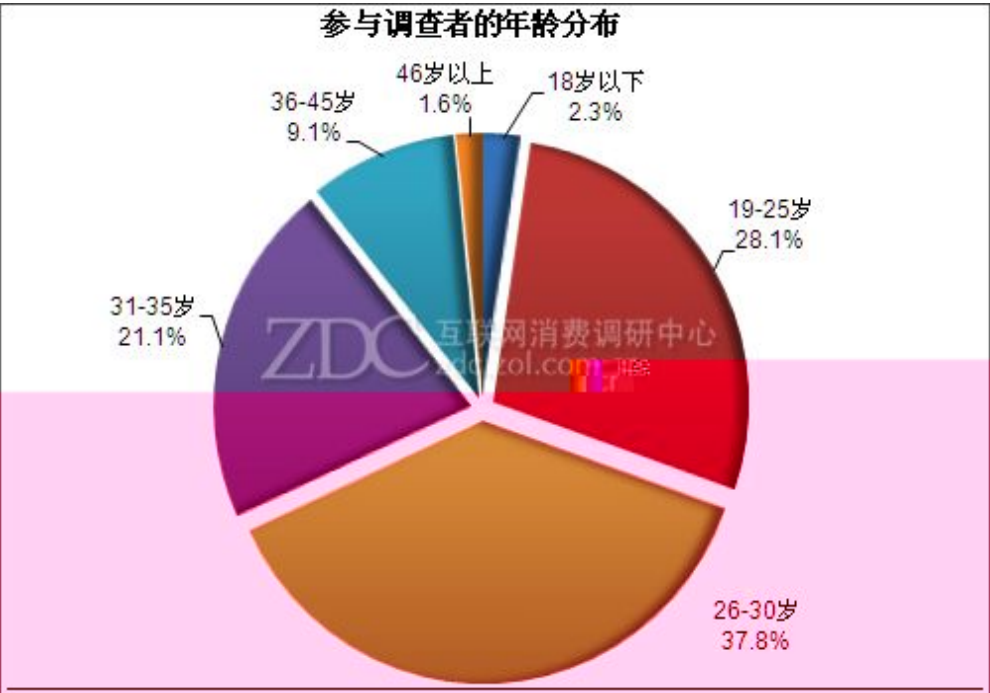
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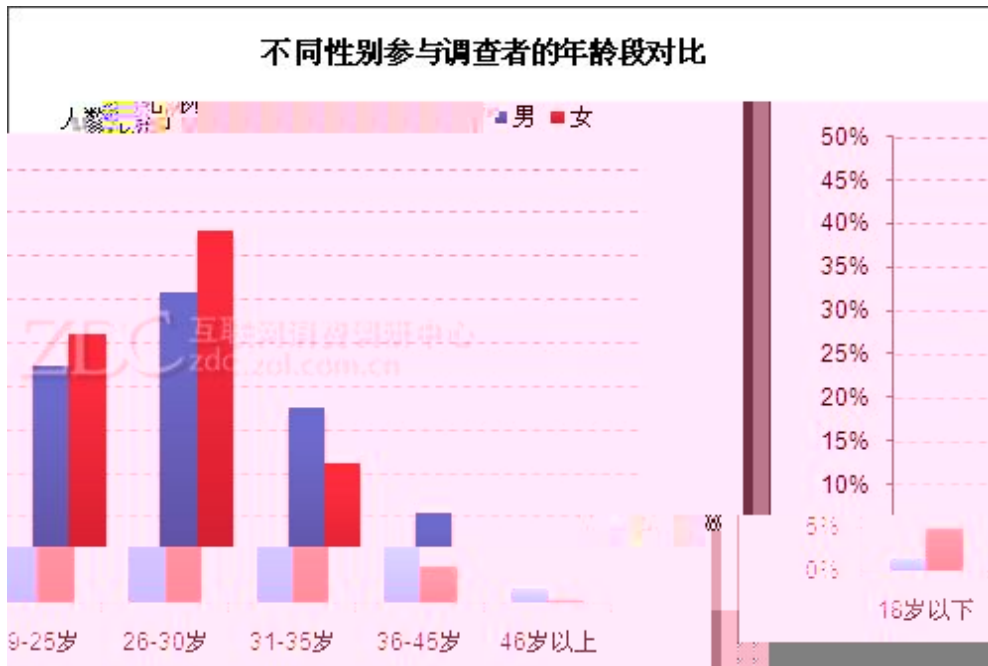


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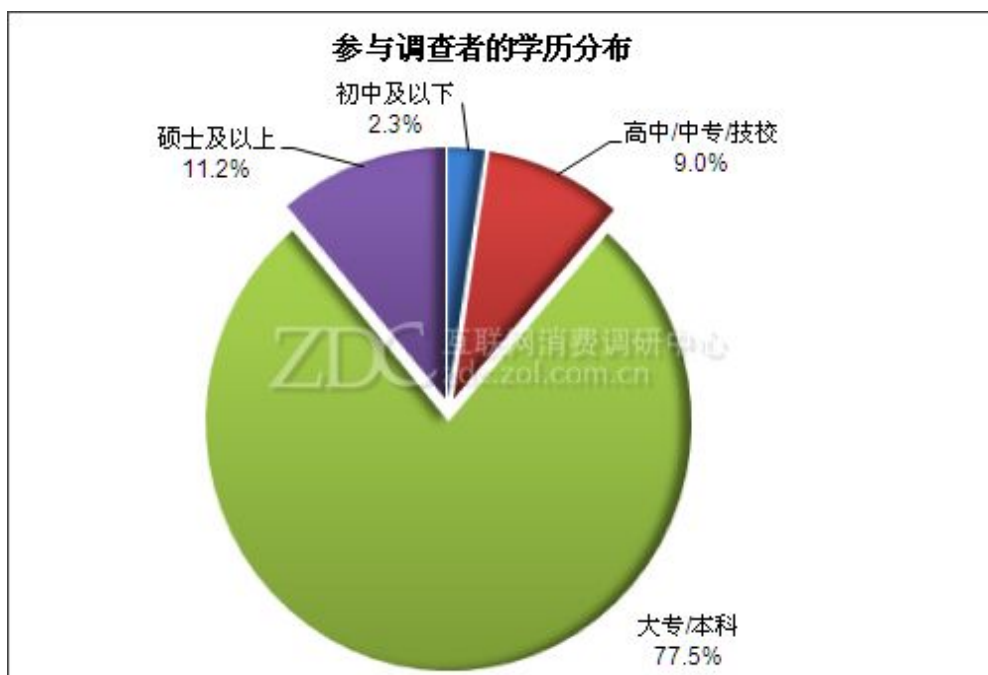


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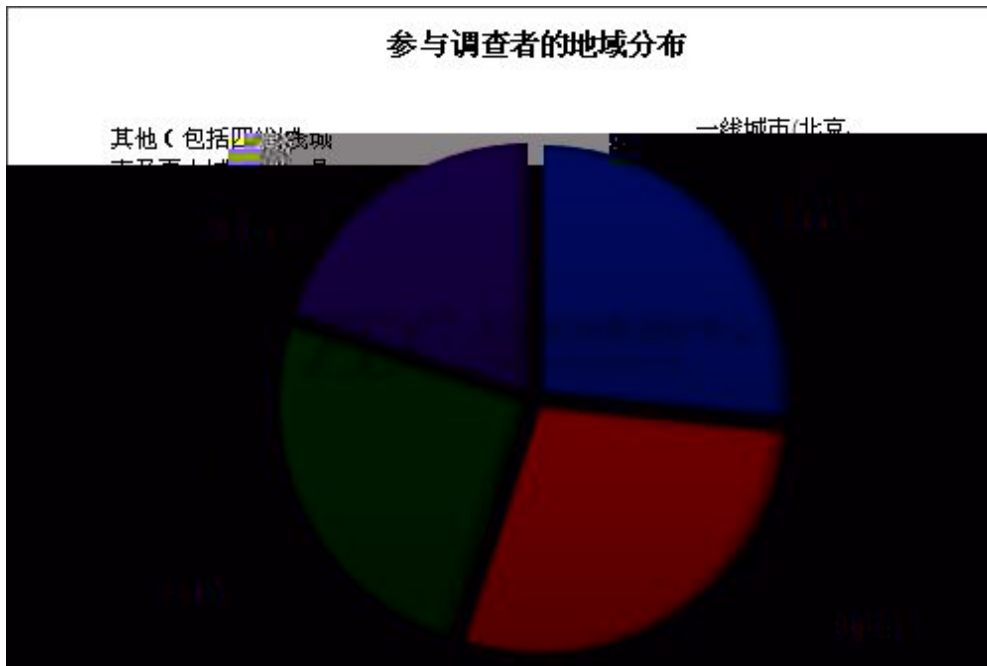




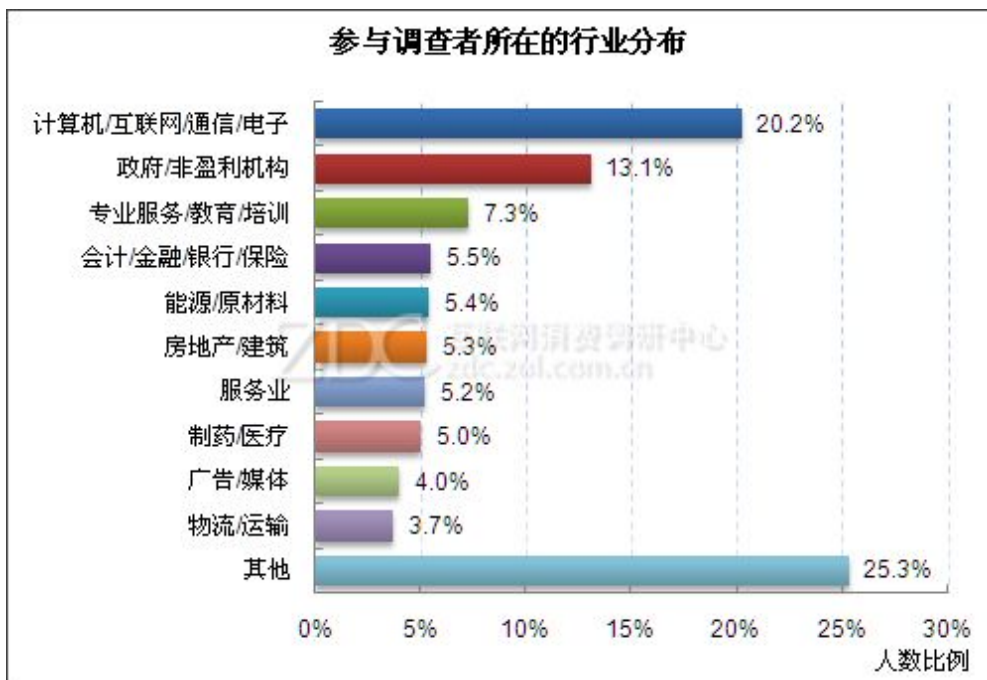
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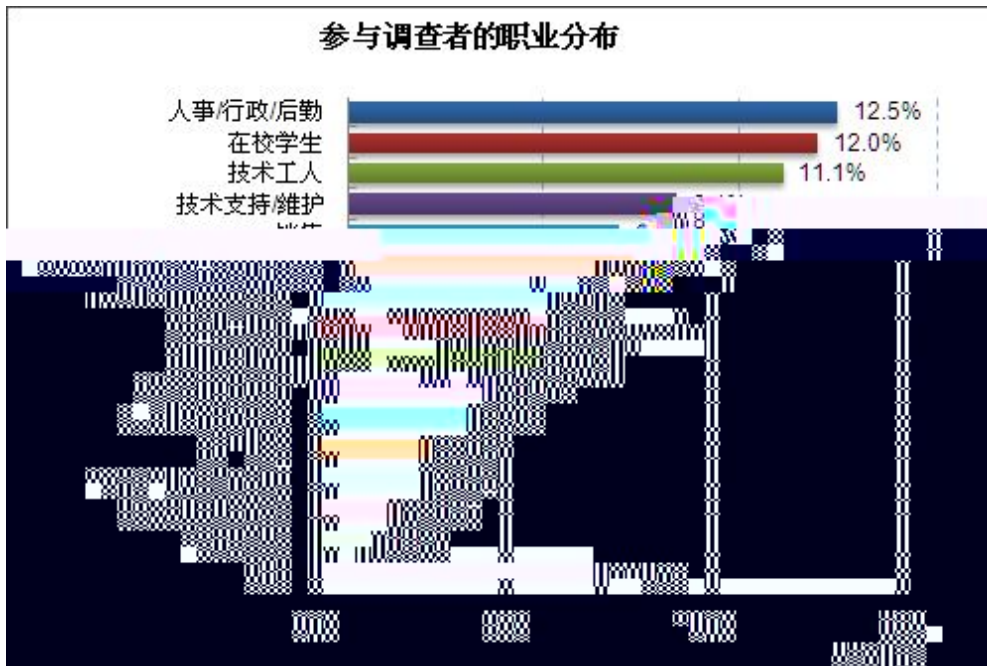
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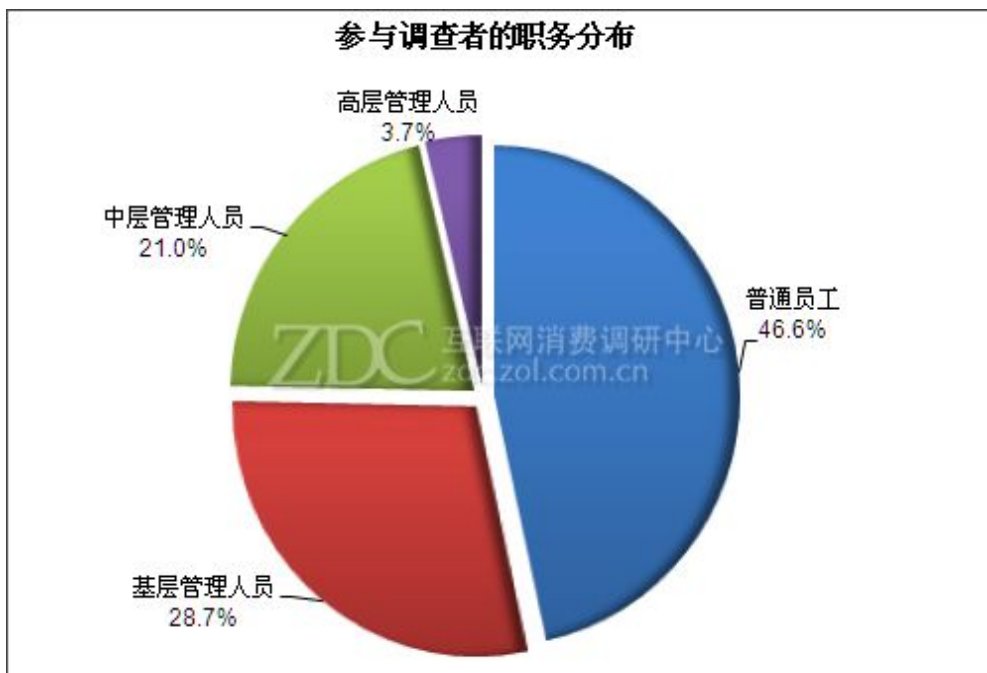
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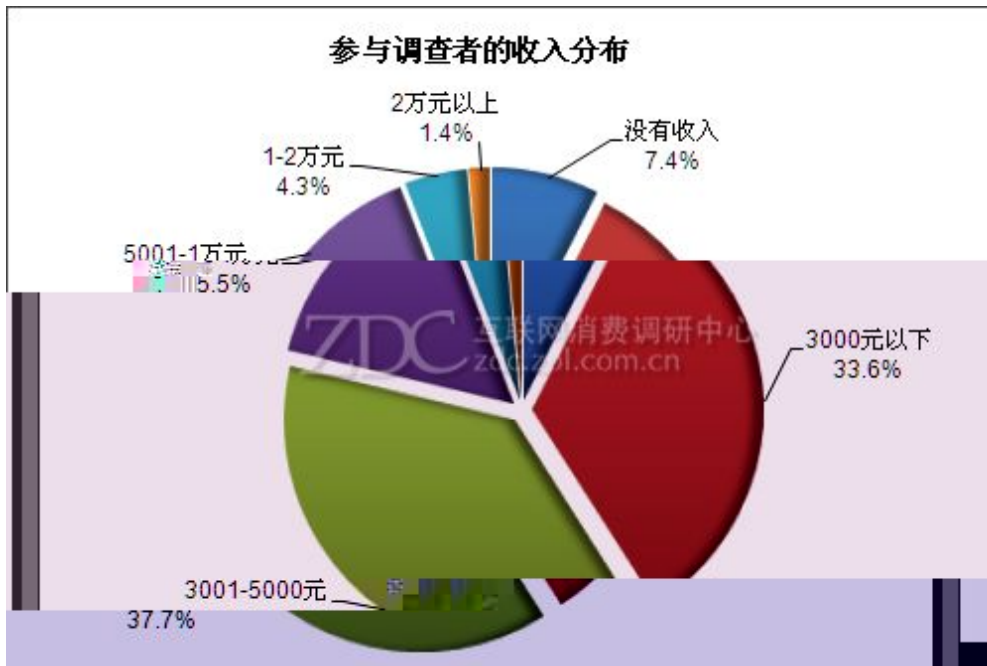
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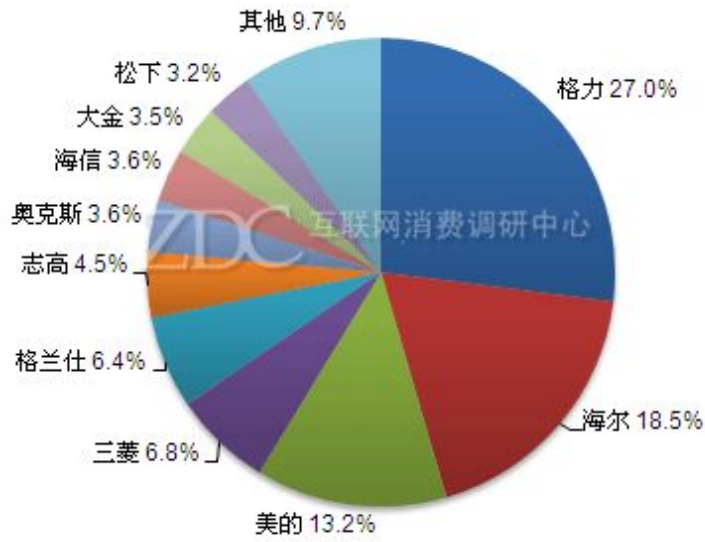
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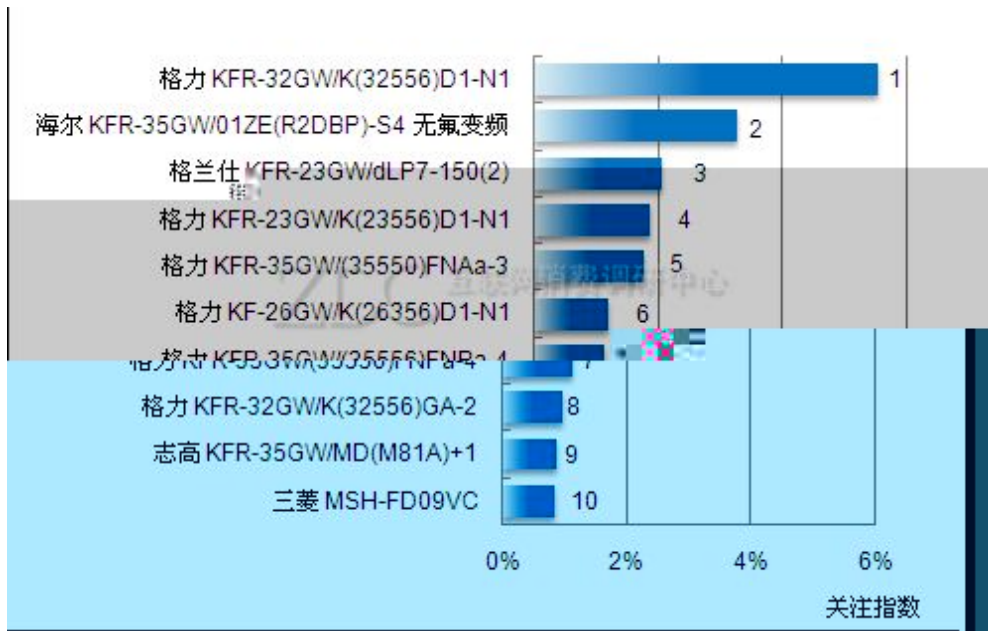
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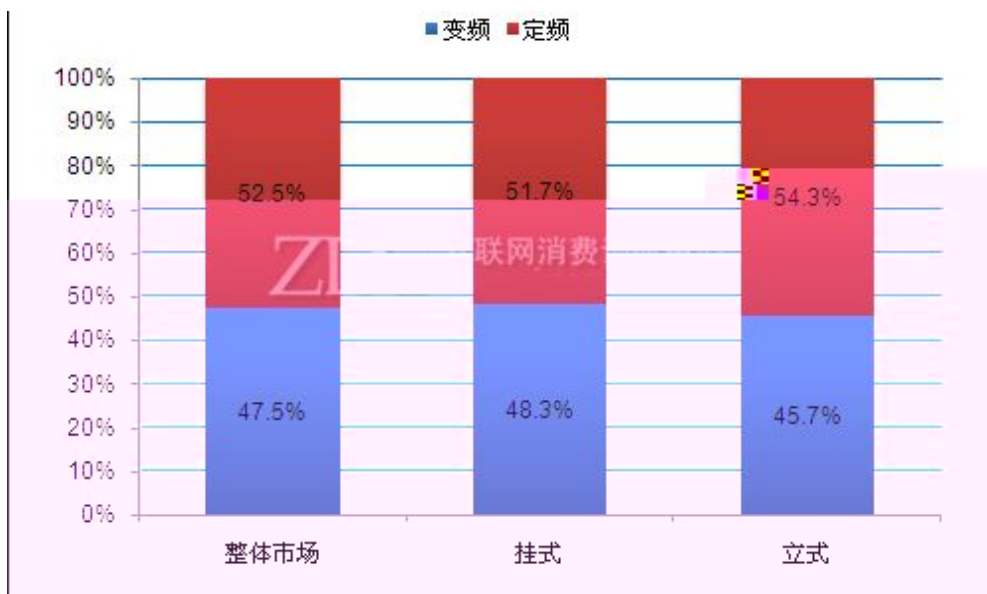
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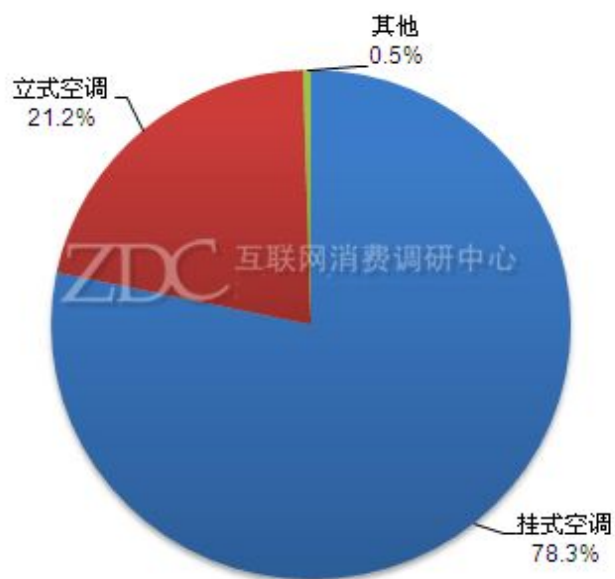
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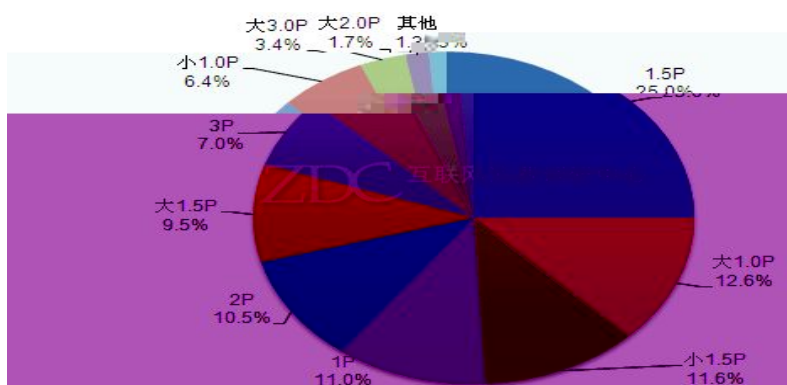
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4	K -23 WK( 23556) 1-N1	1, 999		1	1
5	K -35 W( 35550) N -3	2, 999		1. 5	3
6	K -26 WK( 26356) 1-N1	1, 750		1. 0	1
7	K -35 W( 35556) N -4	2, 899		1. 5	4
8	K -32 WK( 32556) -2	2, 350		1. 5	2
9	K -35 WM( M81 )+1	1, 699		1. 5	1
10	M&H_09_	2, 995		1. 0	3



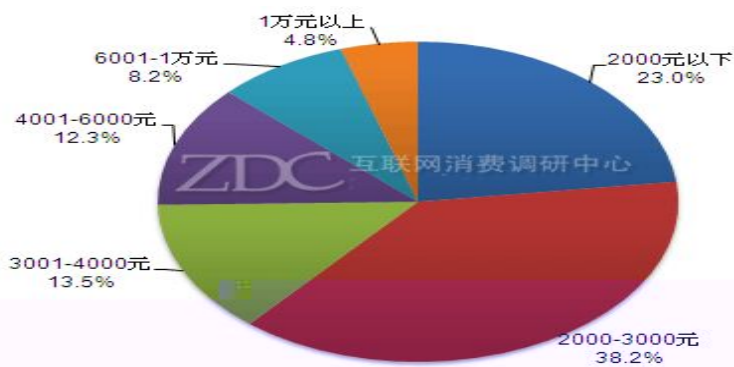
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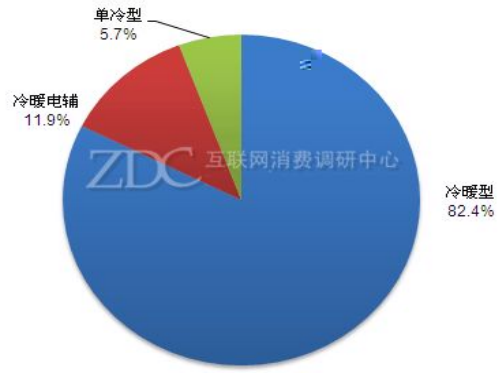


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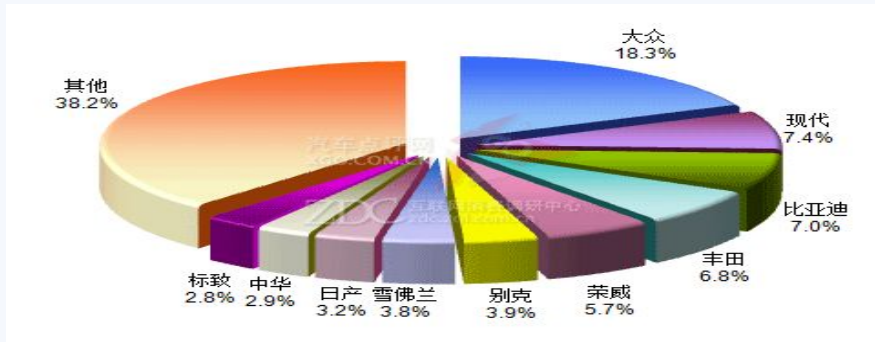
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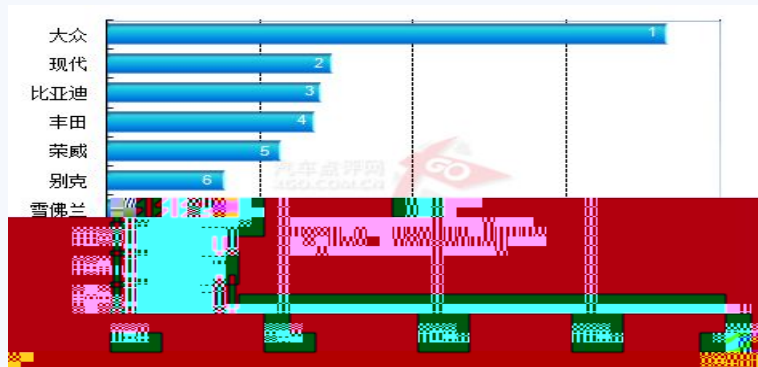
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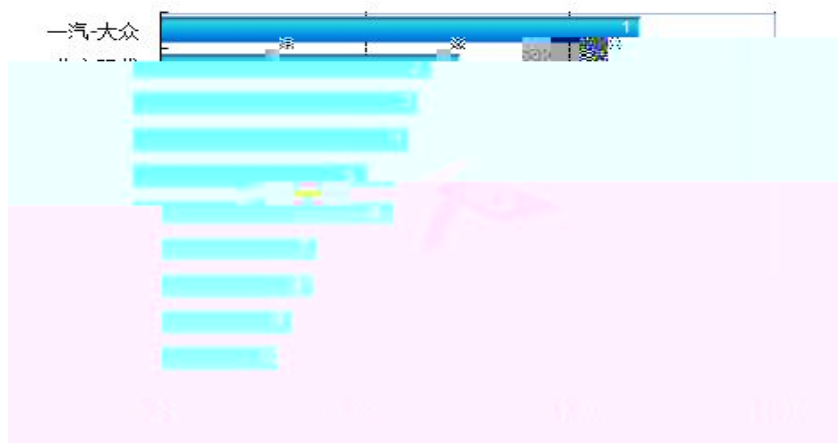
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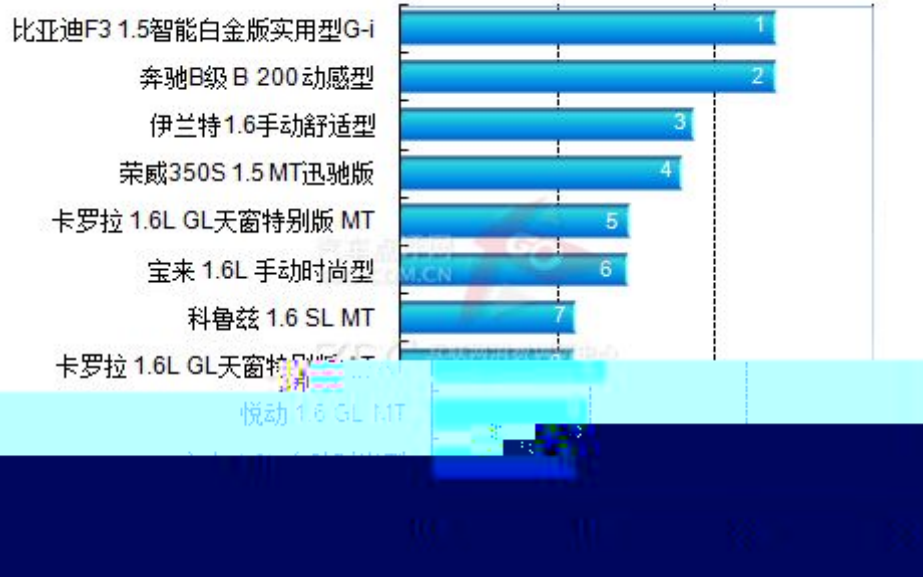
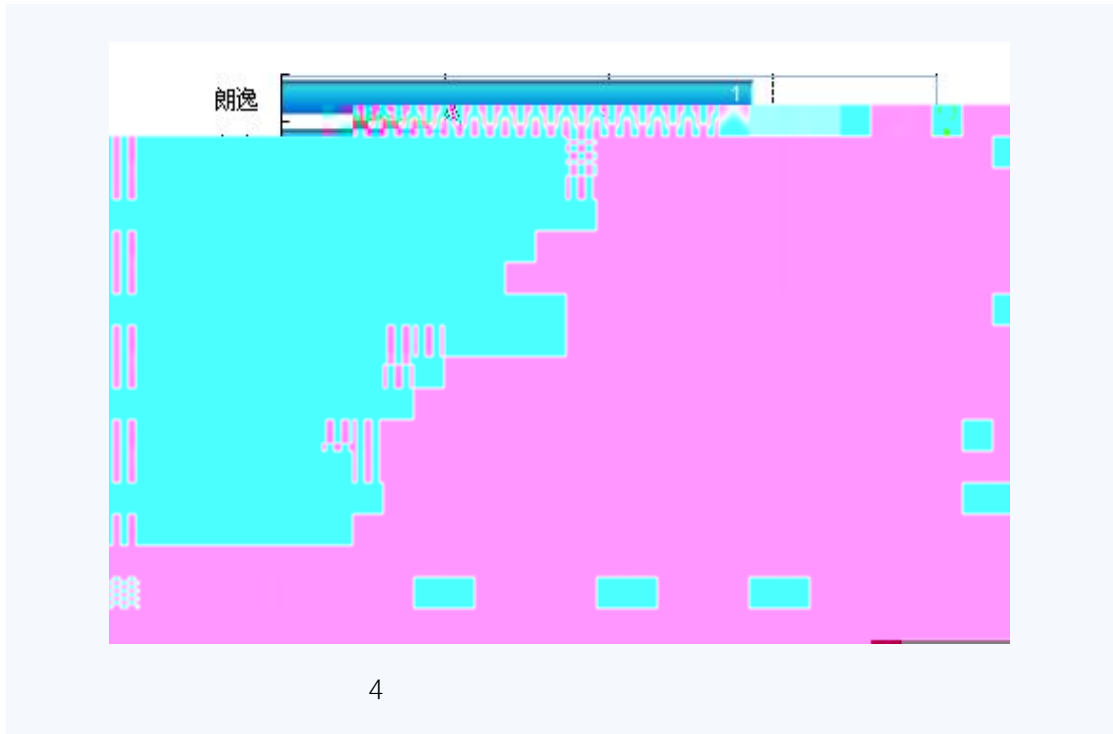
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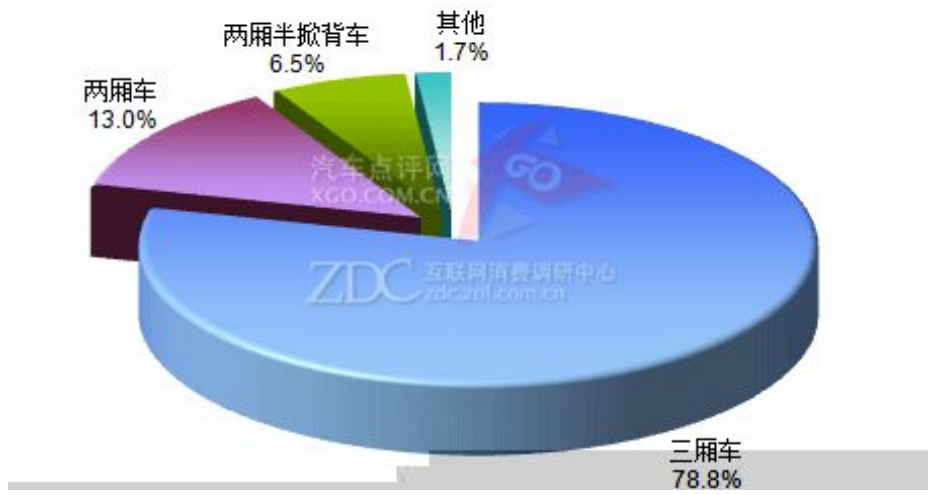
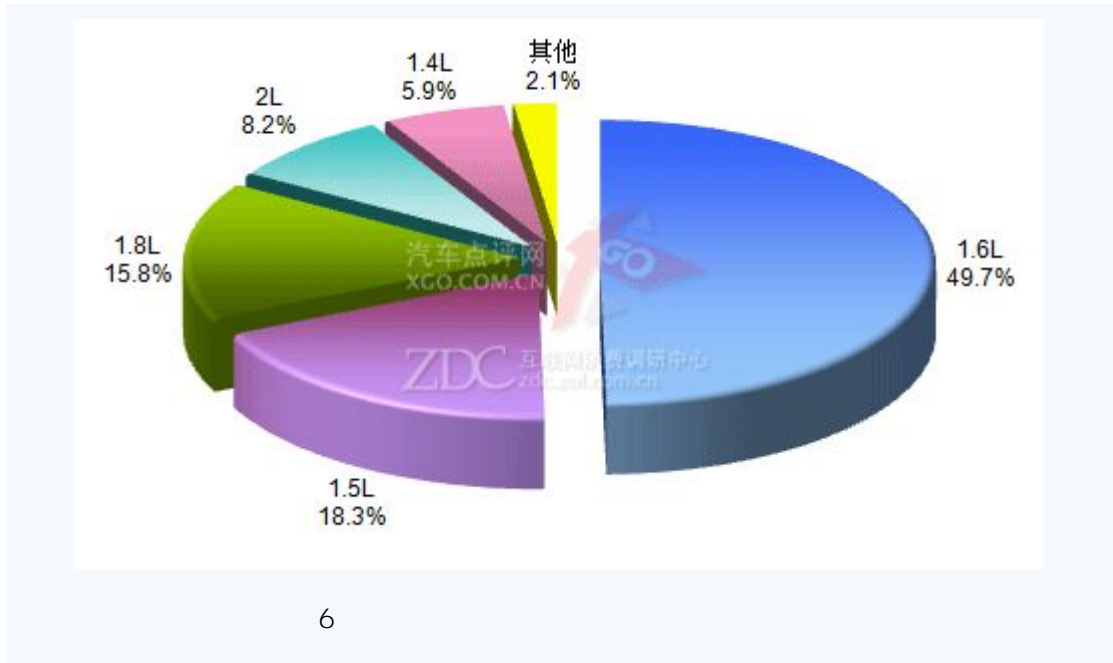


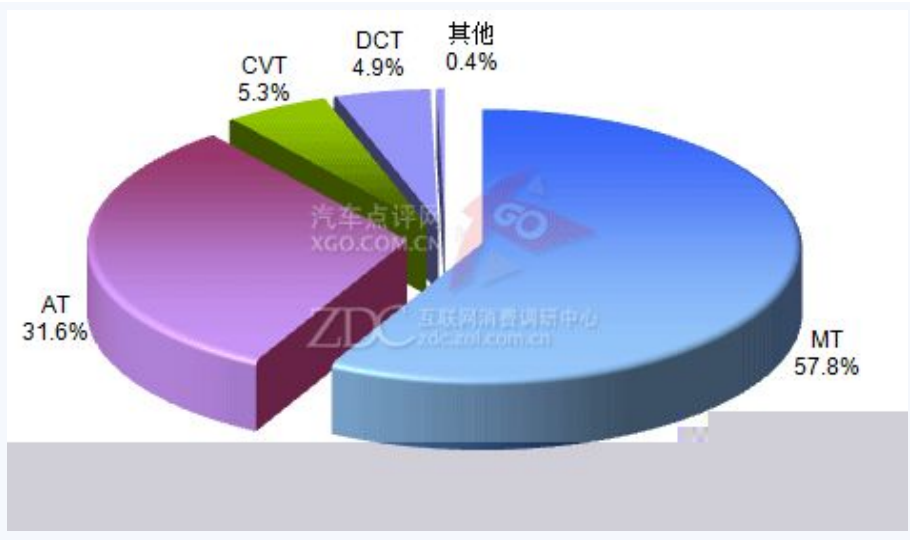
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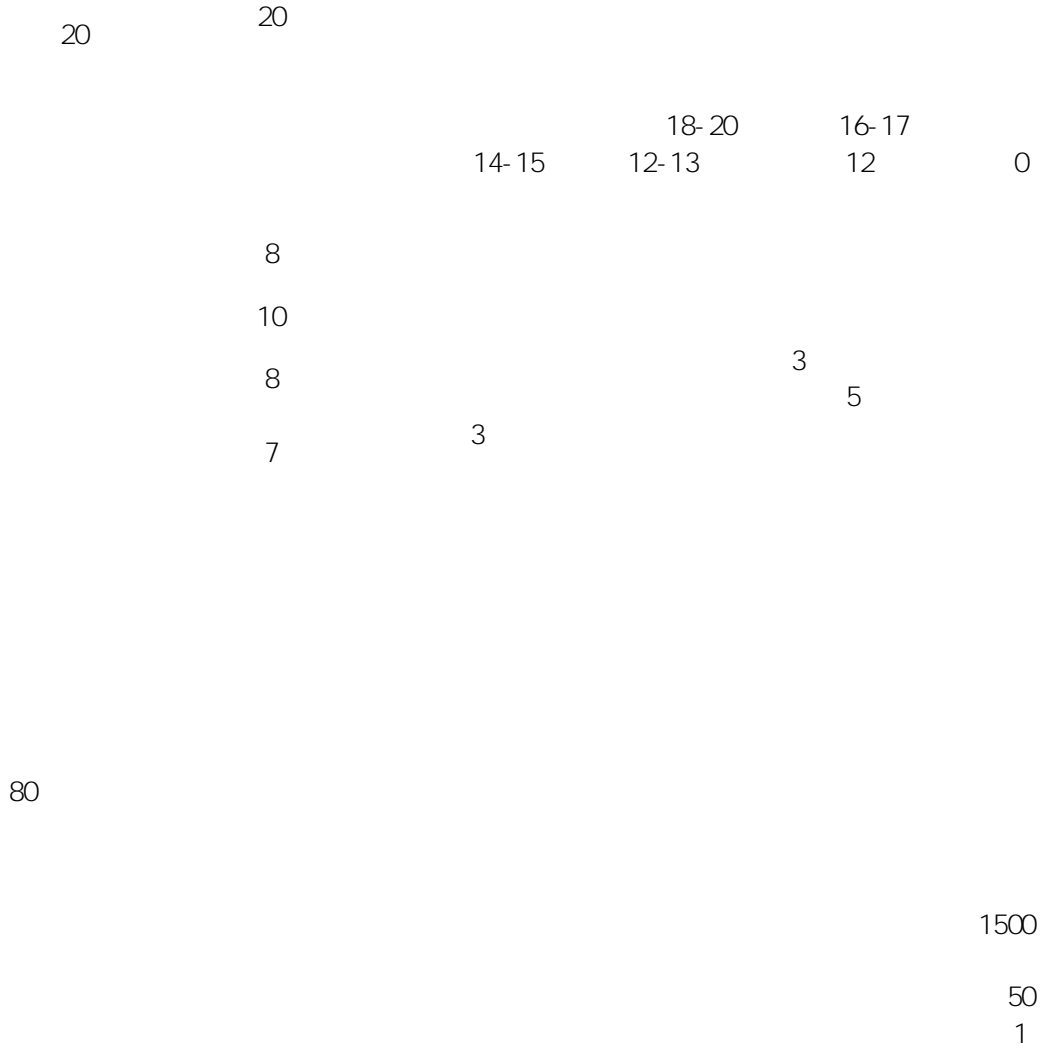
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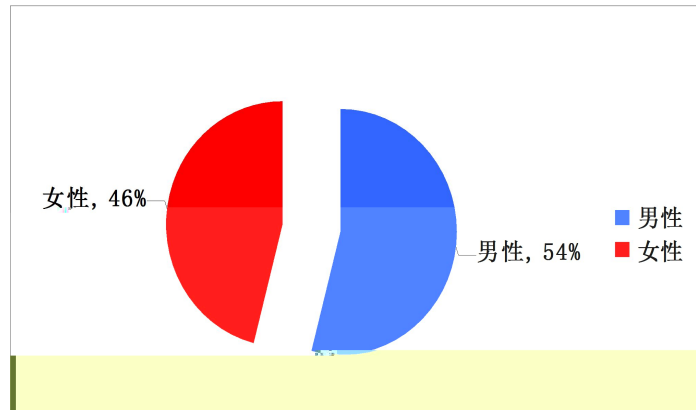
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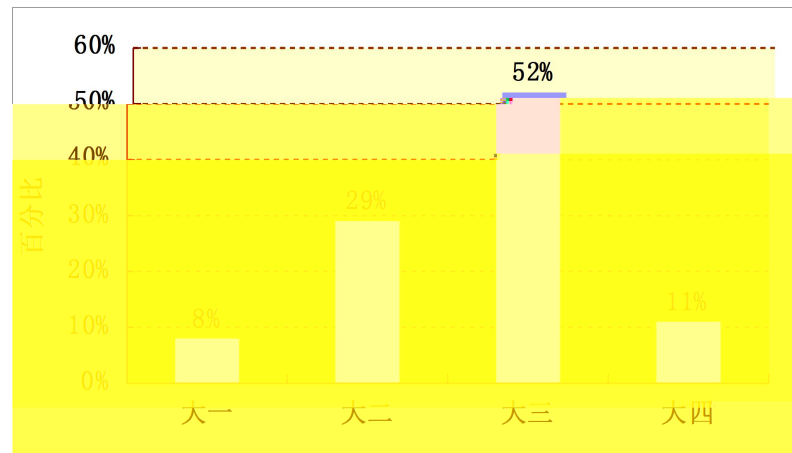


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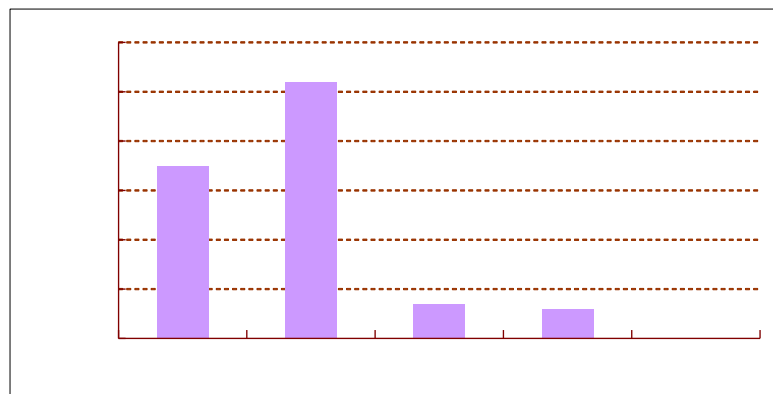
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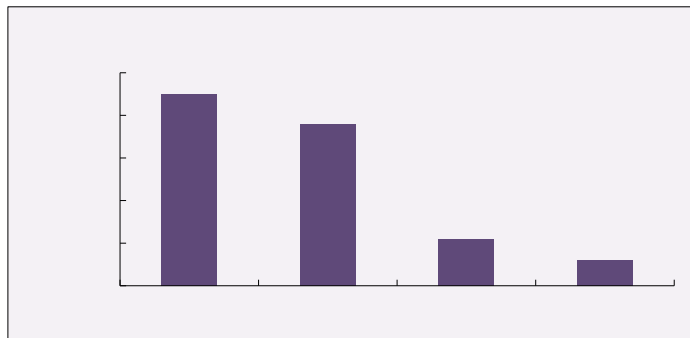


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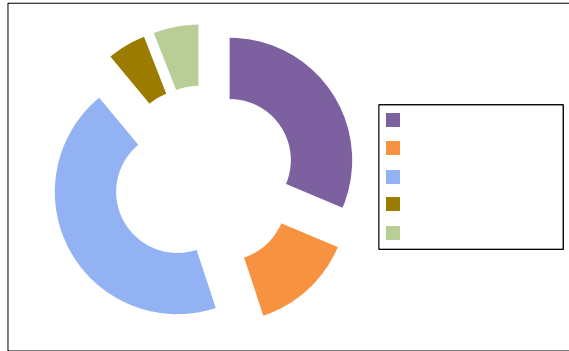
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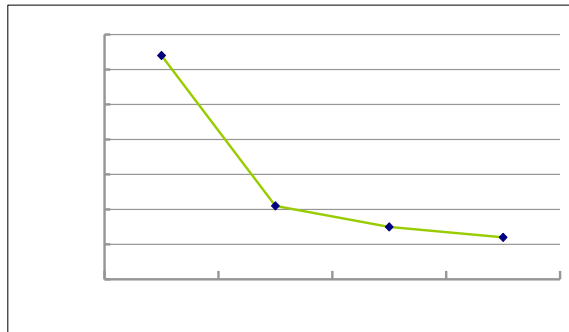


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20	20		14-15	18-20 12-13	16-17 12		0	
80		8					1500 50 1	
		10						
		8			3	5		
		7		3	4			
		12	2	2	2	4		
		20		4	4	2		6
				2	4			
		10				5		
		5		3	2			

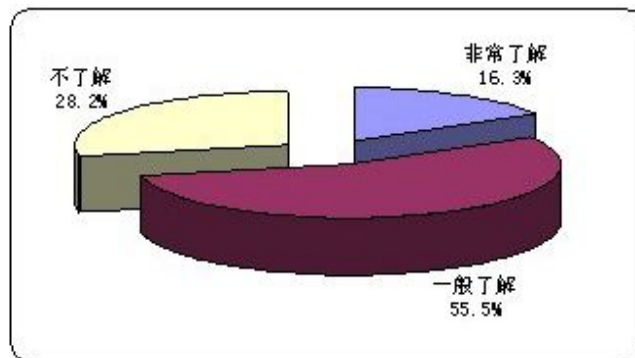
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16. 1-16  
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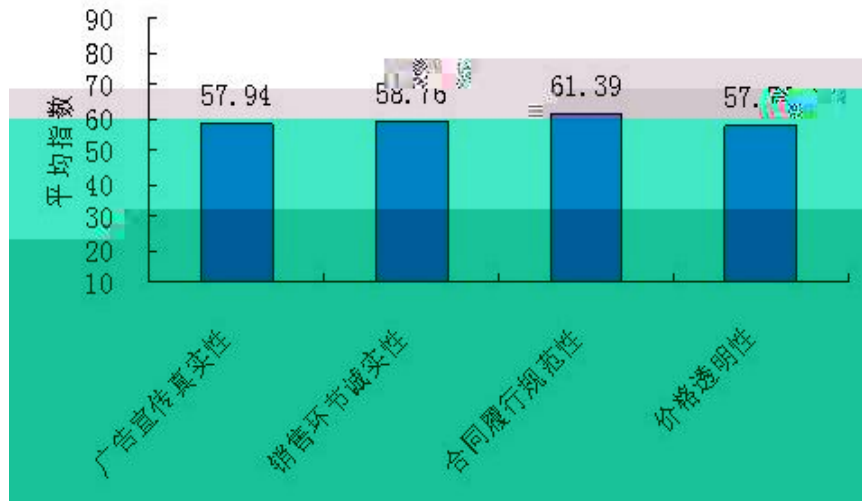
12 218 " " " "  
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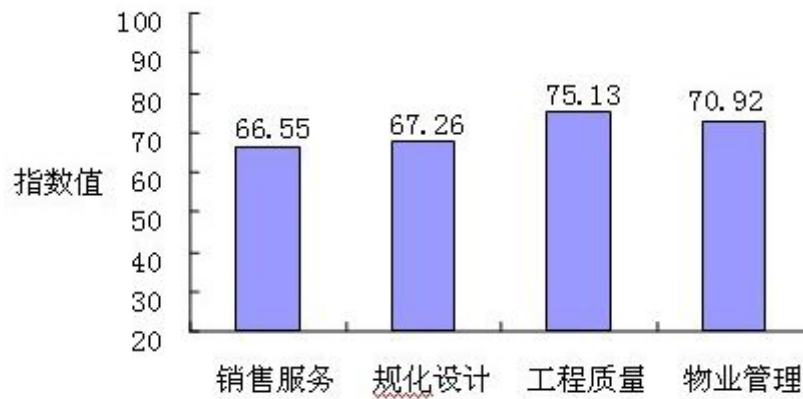


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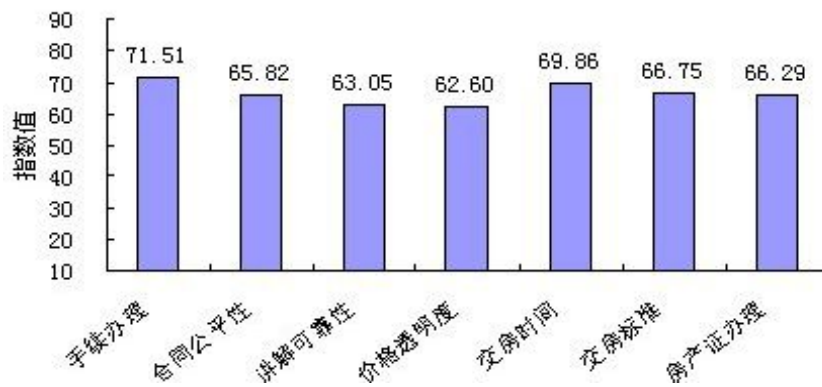


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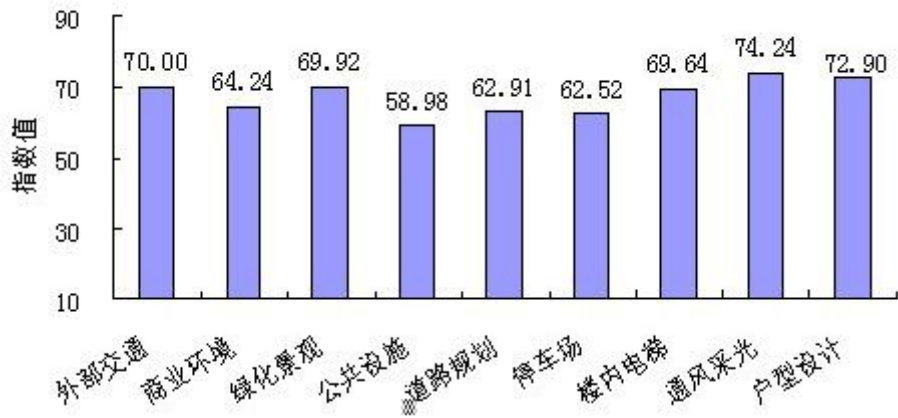
0-100 50 " " 50-60 " " 60-70 " " 70-80  
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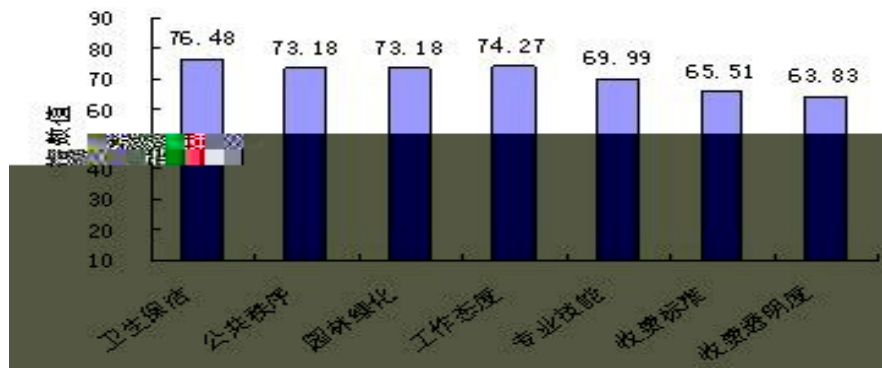
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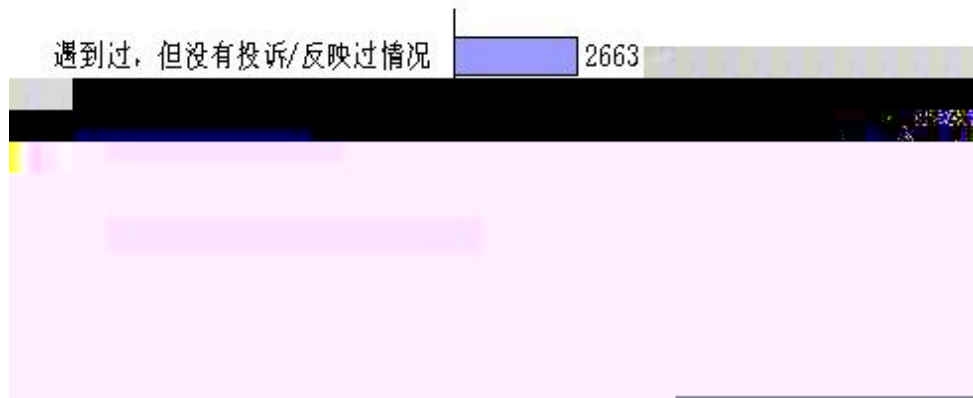
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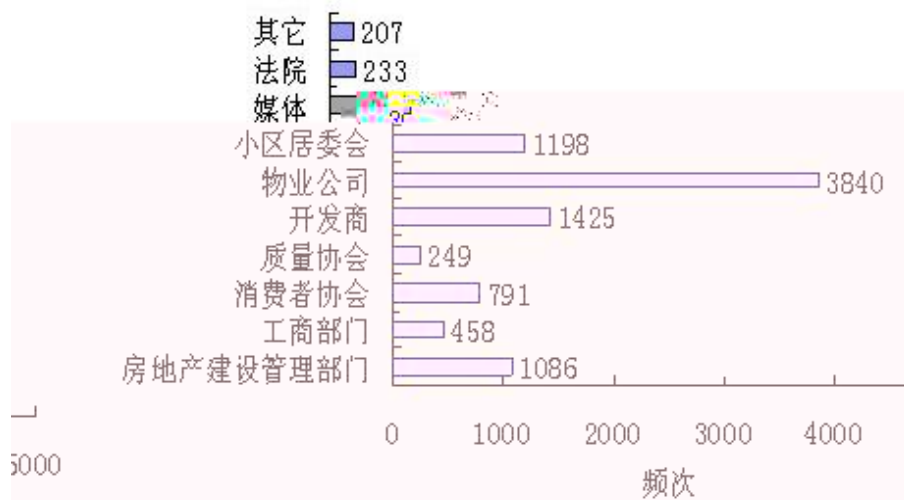
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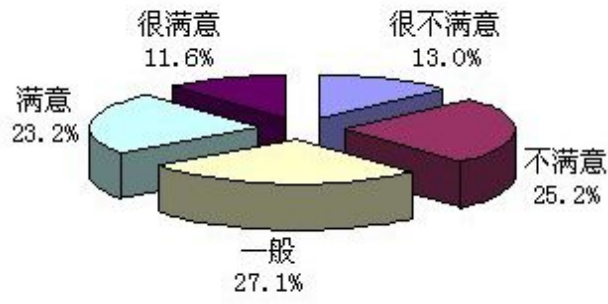


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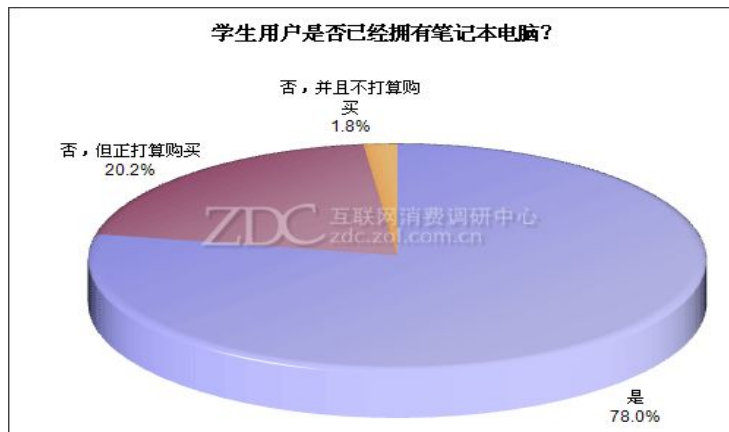
20		20		14-15	18-20 12-13
					16-17 12
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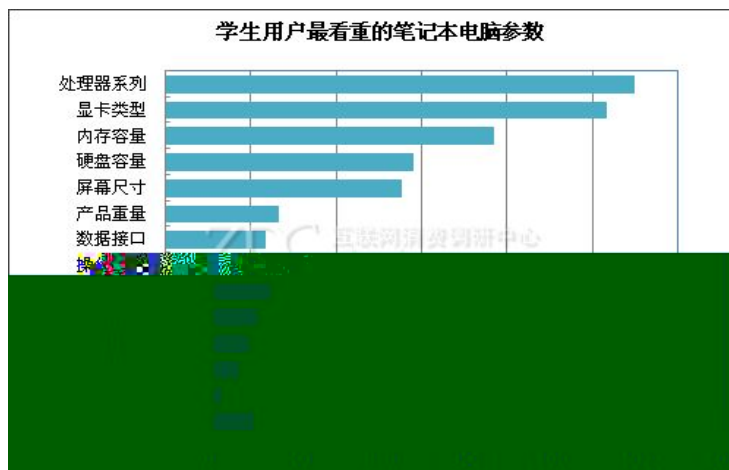
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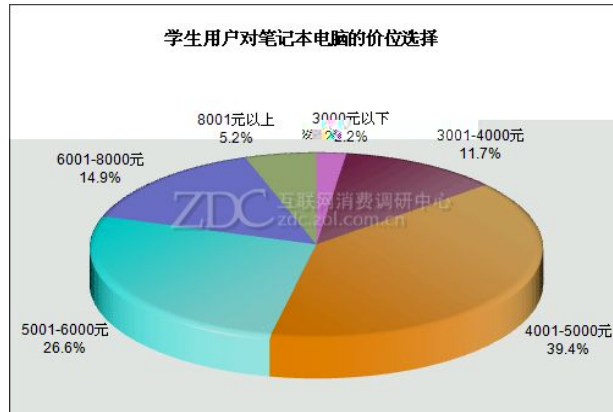
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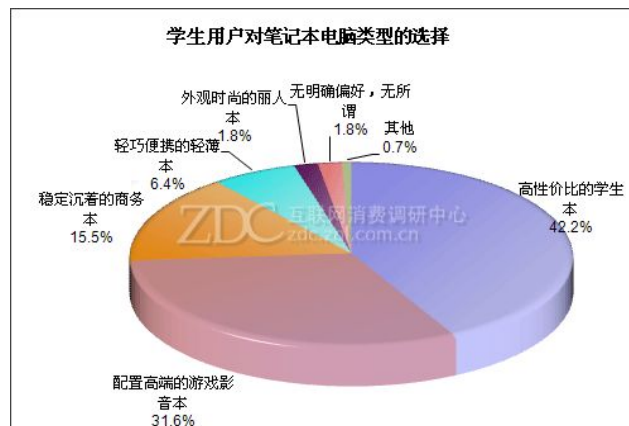
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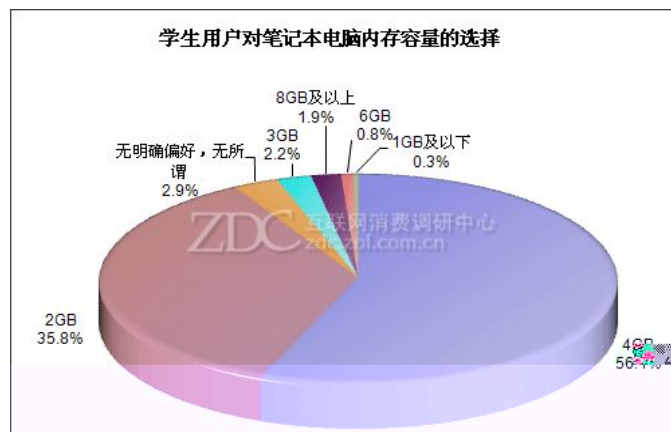
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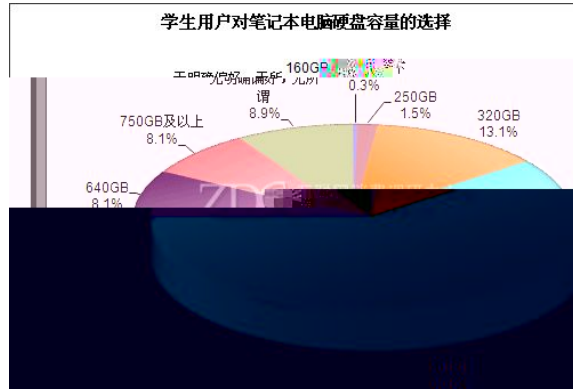
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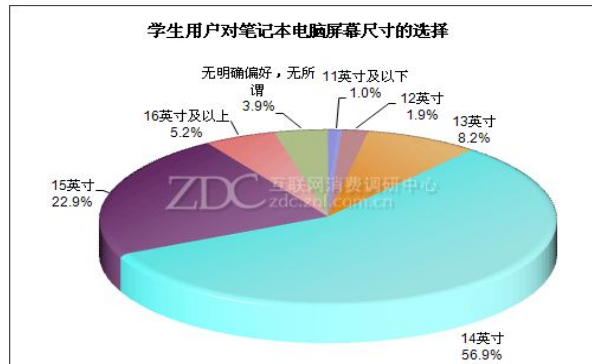
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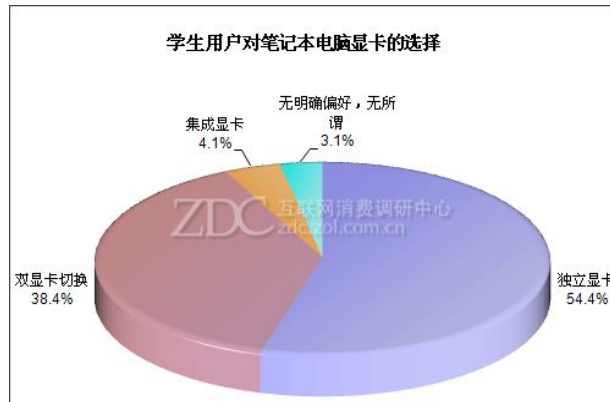
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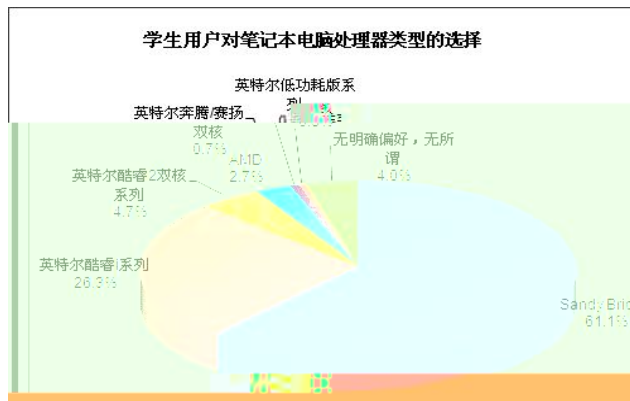
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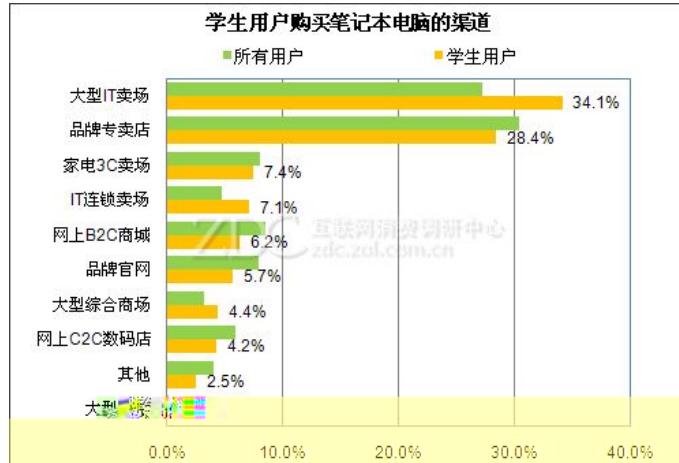
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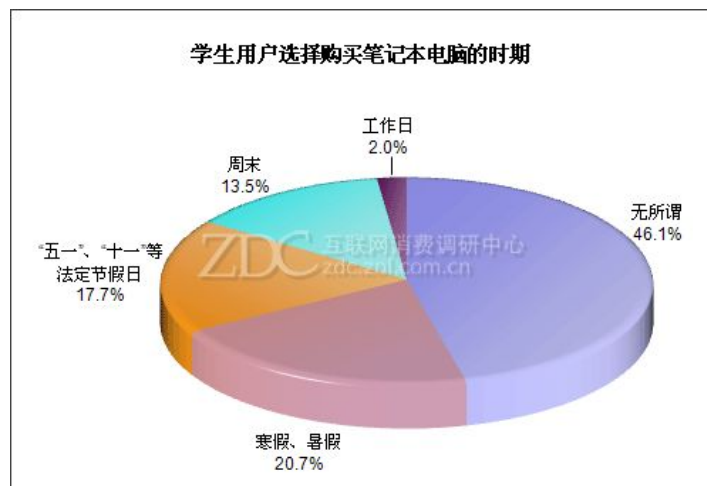
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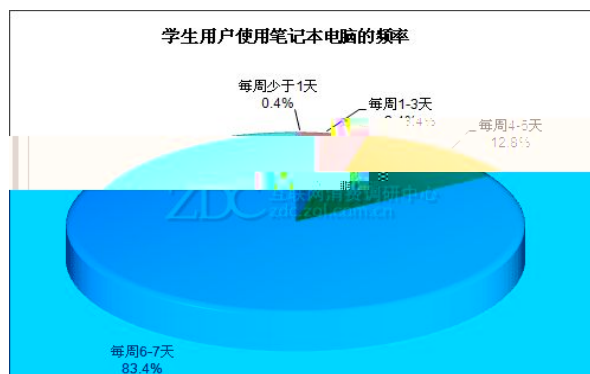
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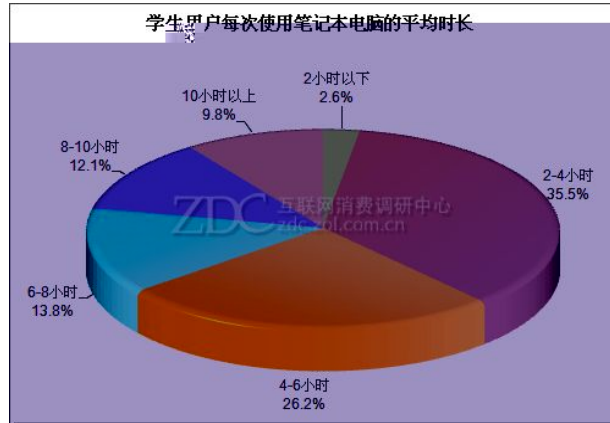
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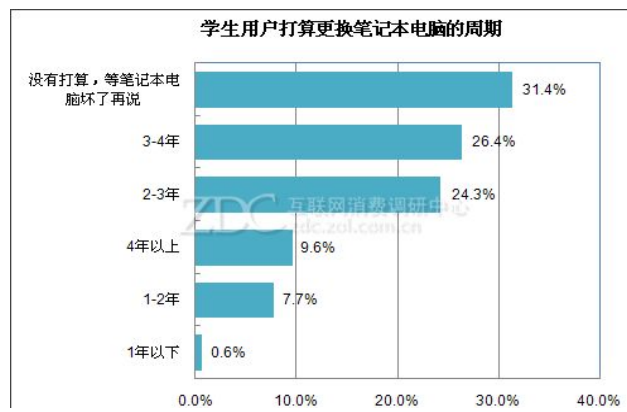
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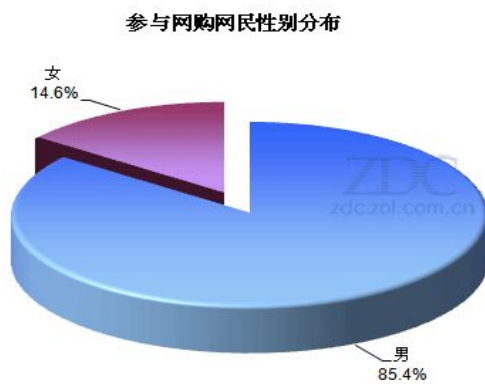
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18.

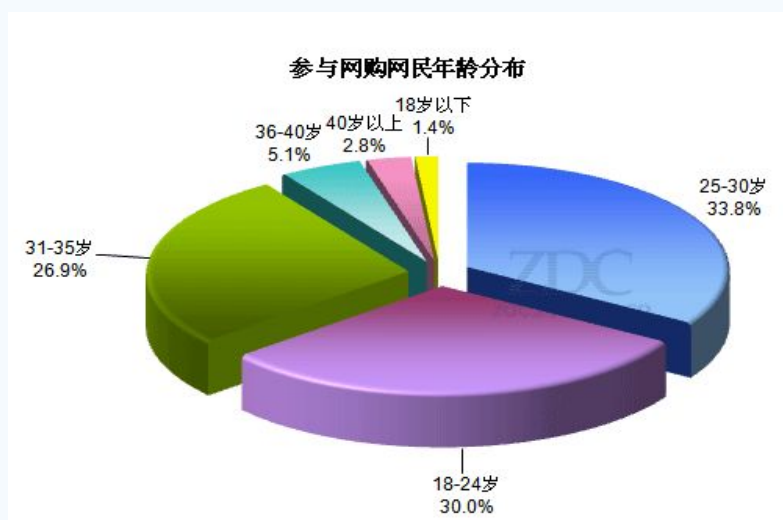
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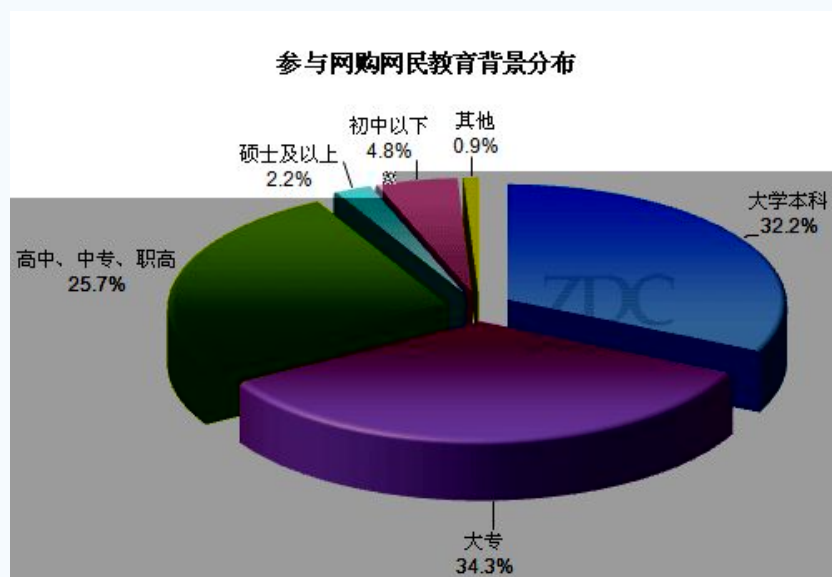


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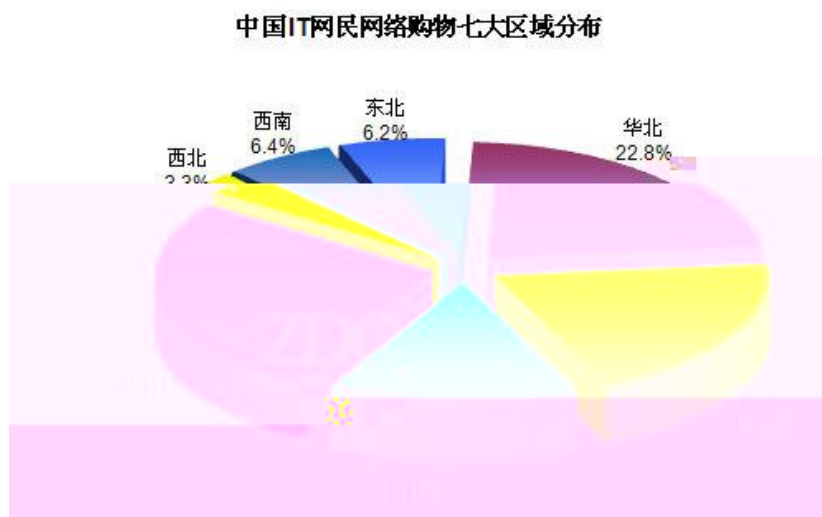


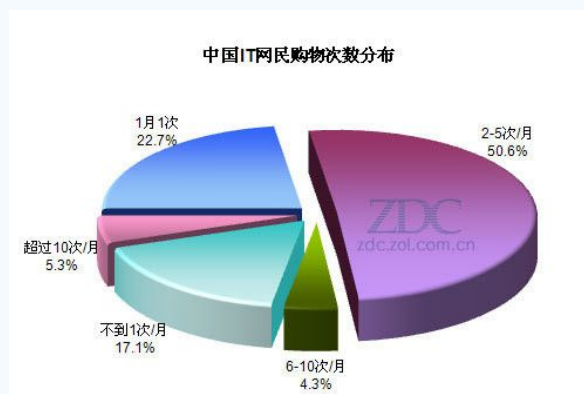
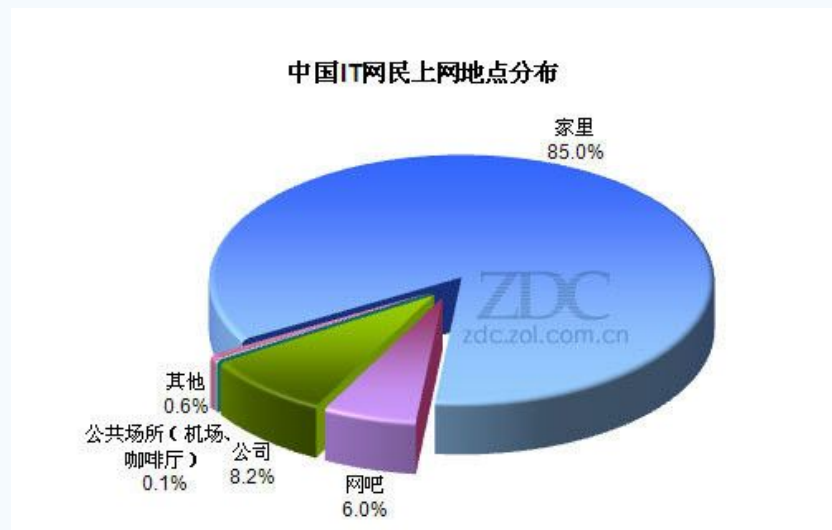
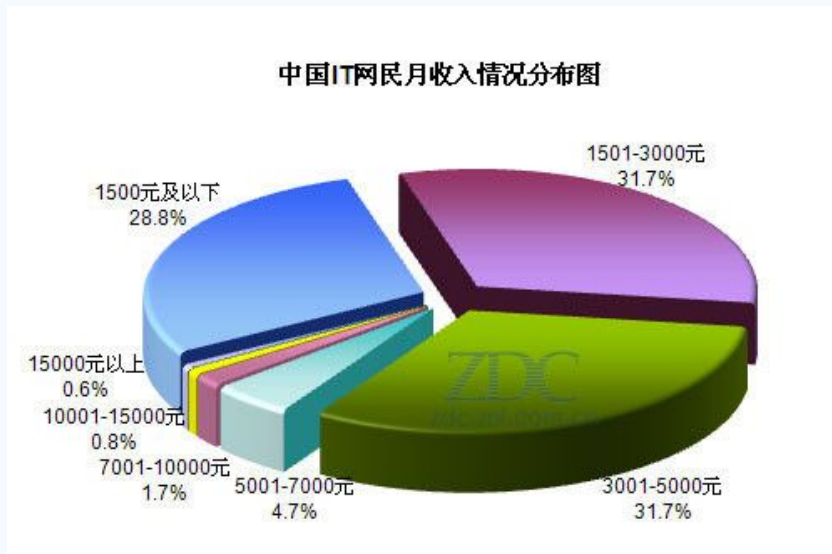


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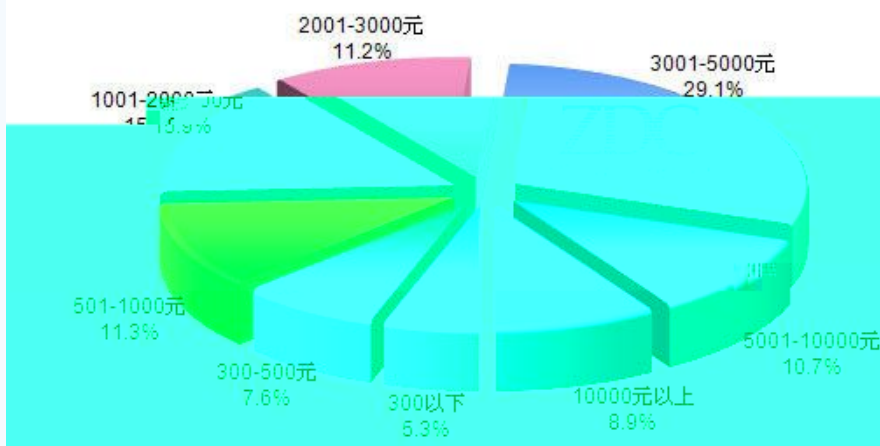


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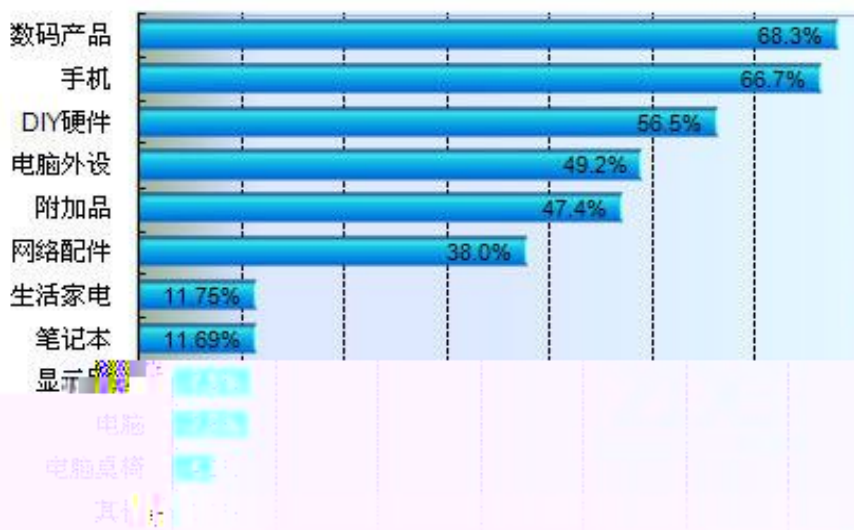


中国IT网民网络购物时IT产品购物金额分布图



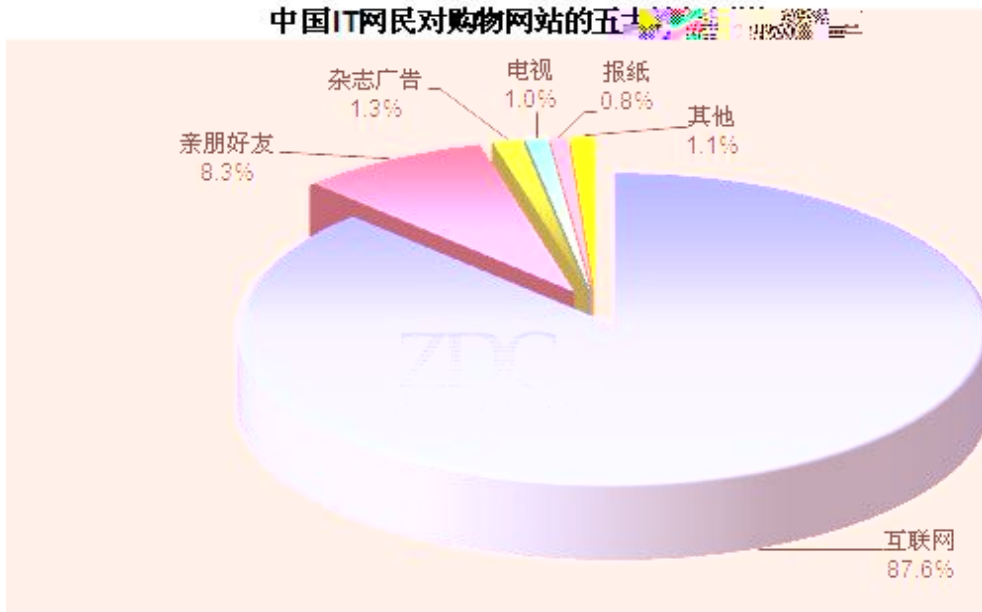
8 IT IT

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来源



10 IT

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4

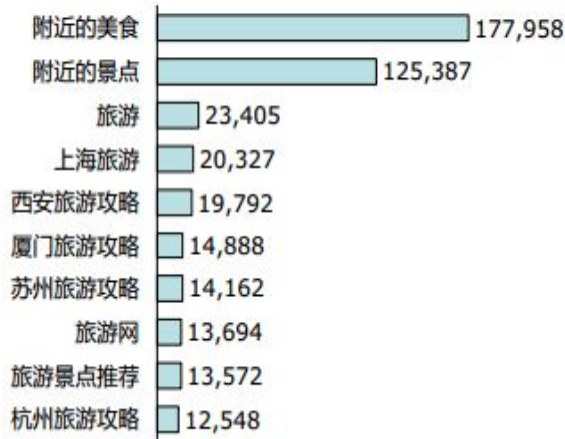
20		20			
			14-15	18-20 12-13	16-17 12
					0
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		20	4	4	6
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19. 1-19 " "

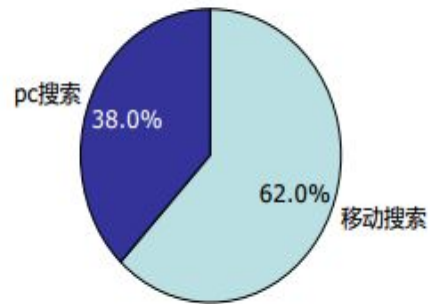
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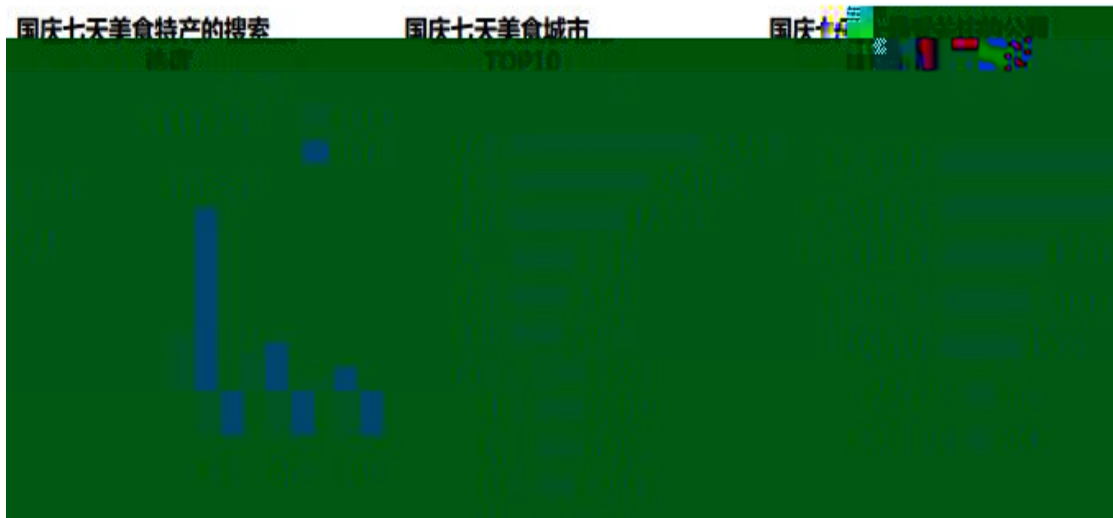
国庆七天旅游行业通用词(TOP10)



国庆七天不同搜索终端份额对比



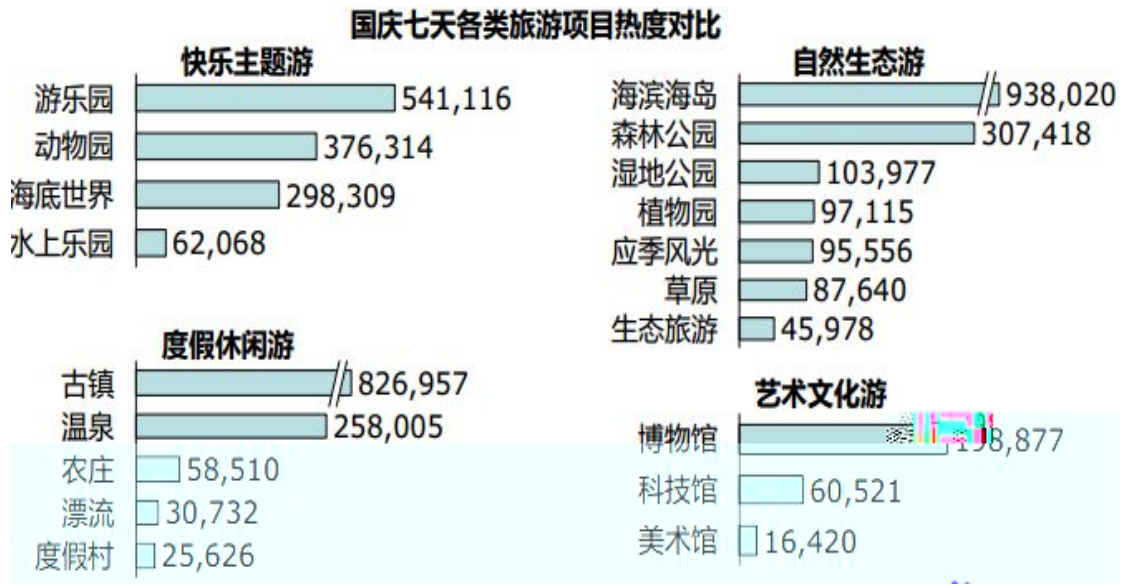
1



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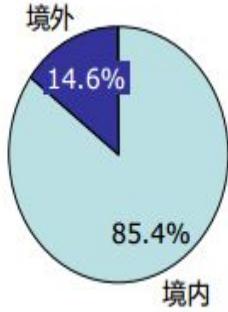


3

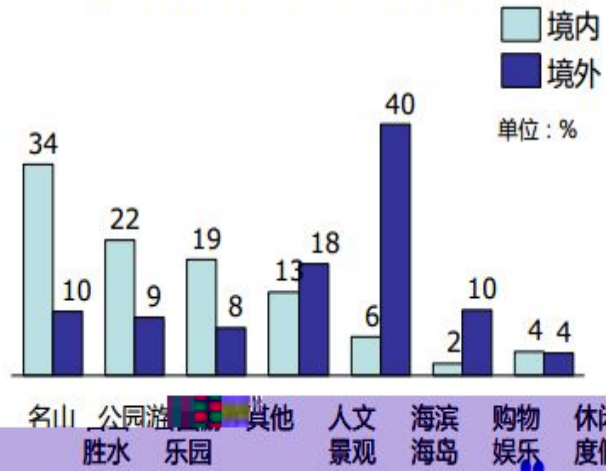


4

国庆七天境内外目的地搜索份额对比

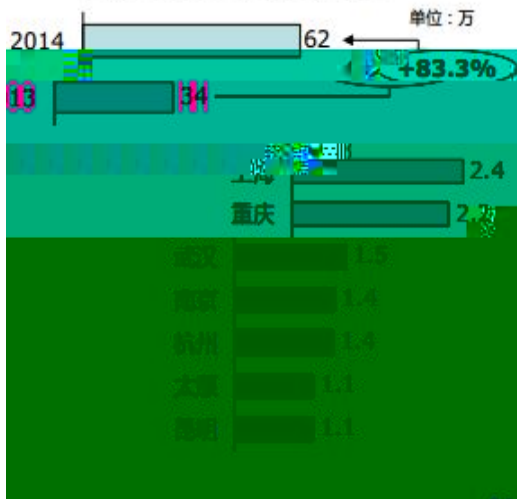


国庆七天网民关注的境内外景点类别

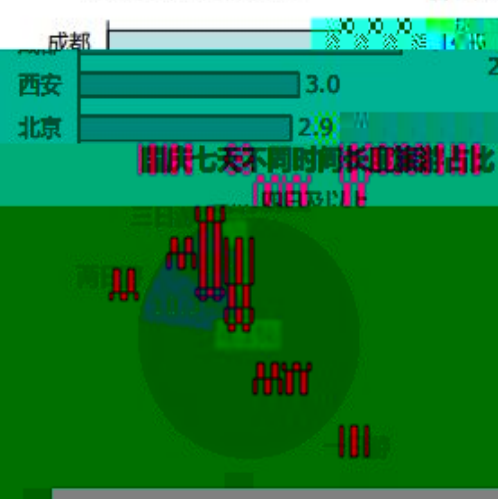


5

国庆七天周边游热度及同比

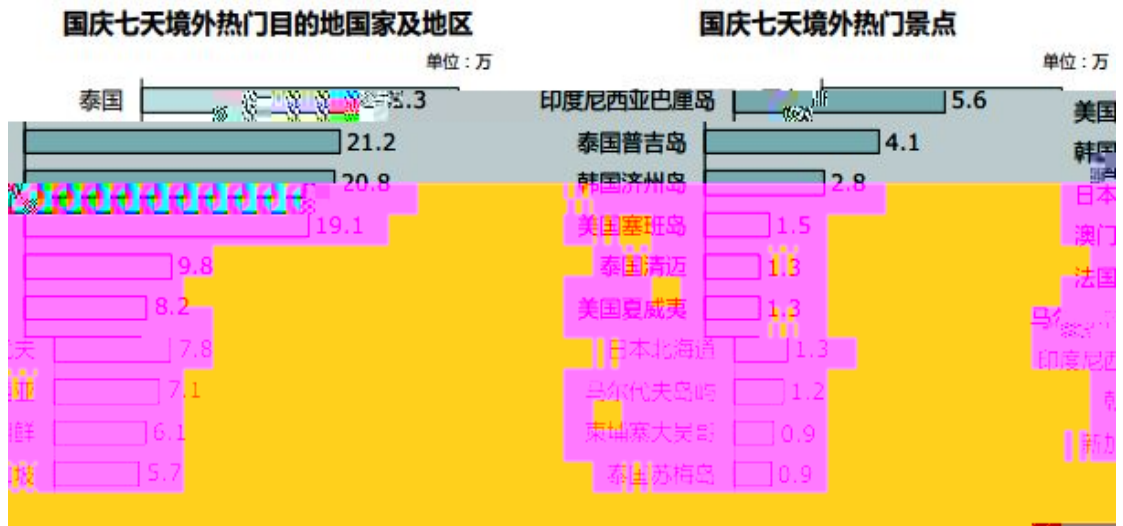
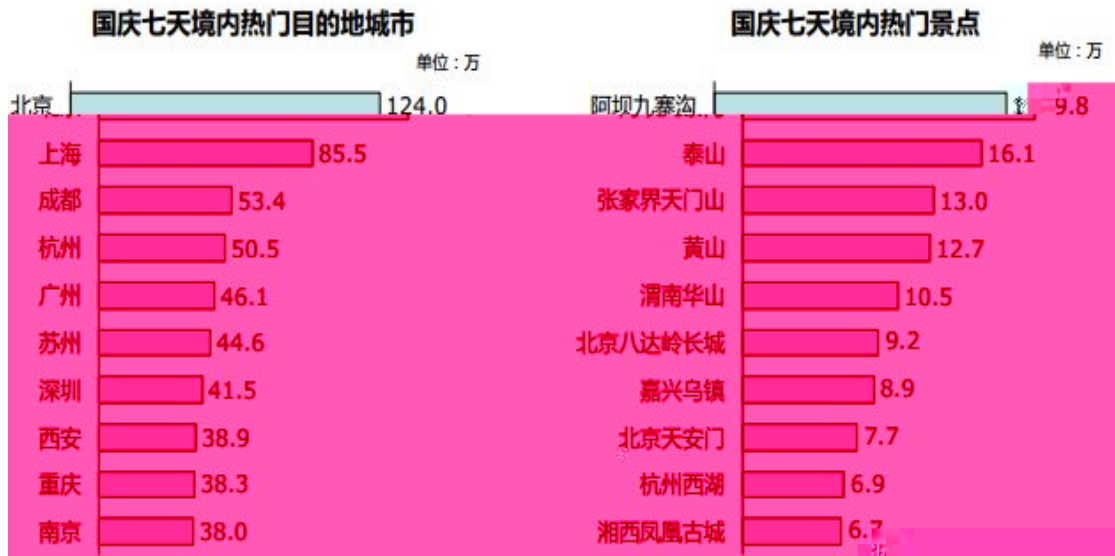


国庆七天周边游城市TOP10



6





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	70	30
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14-15      18-20      16-17      0  
12-13      12

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1

				5	3	2	
			5				
			100				

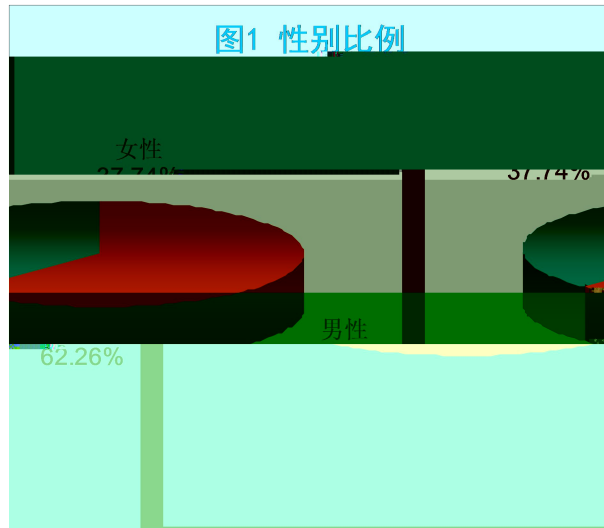
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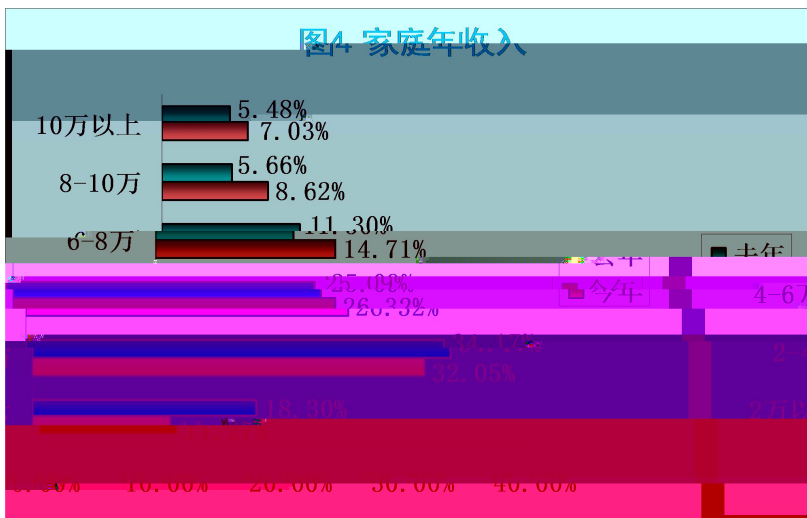
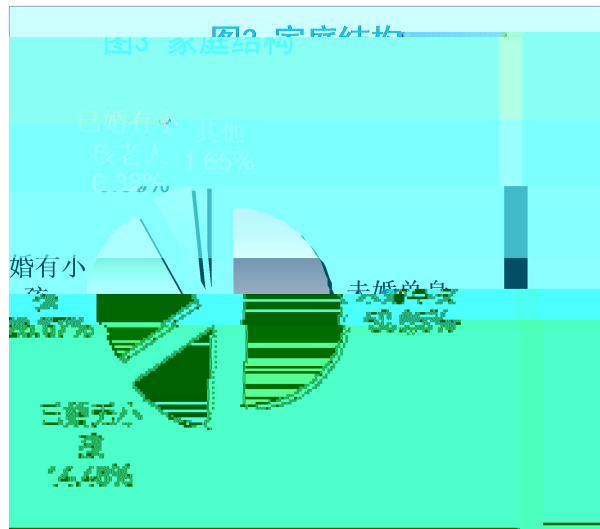
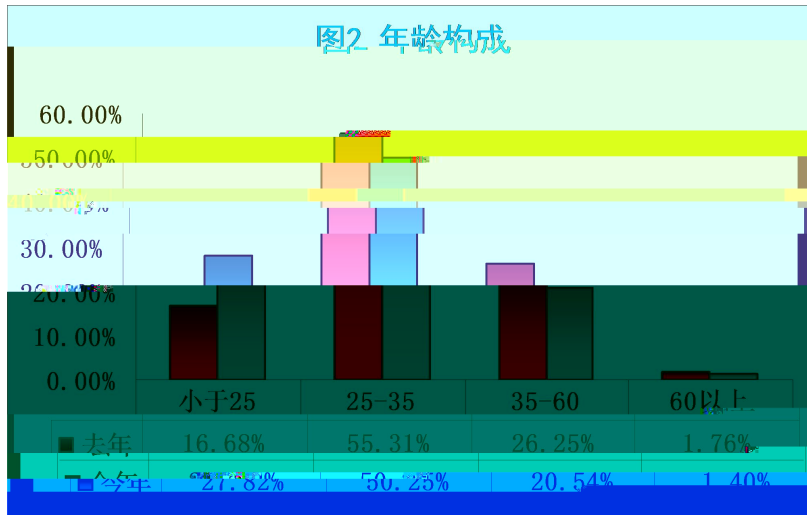
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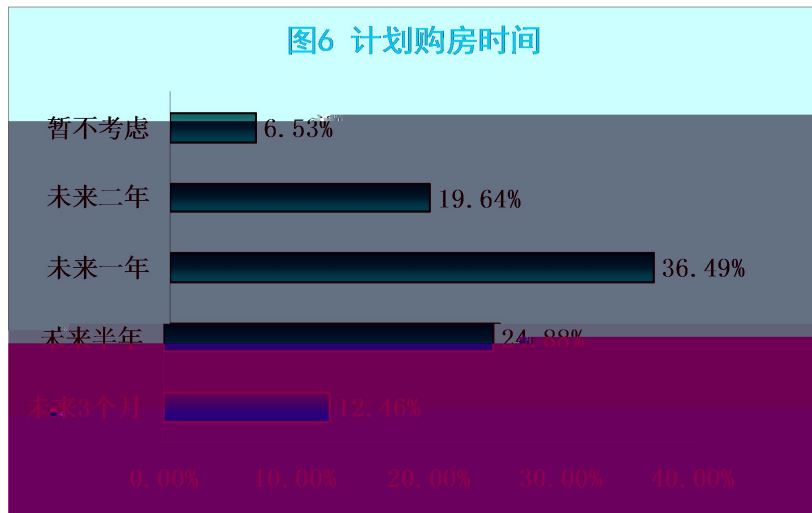
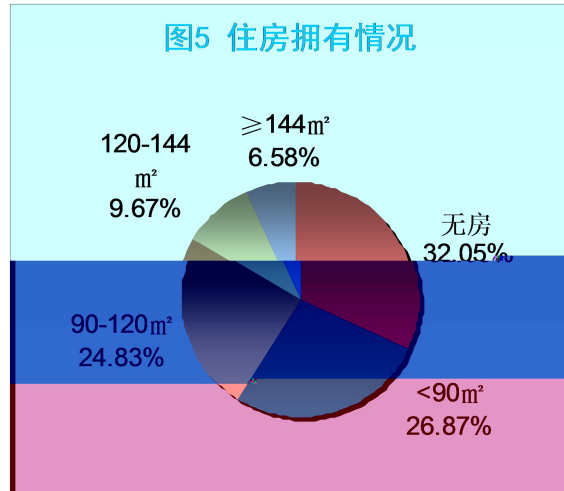
1

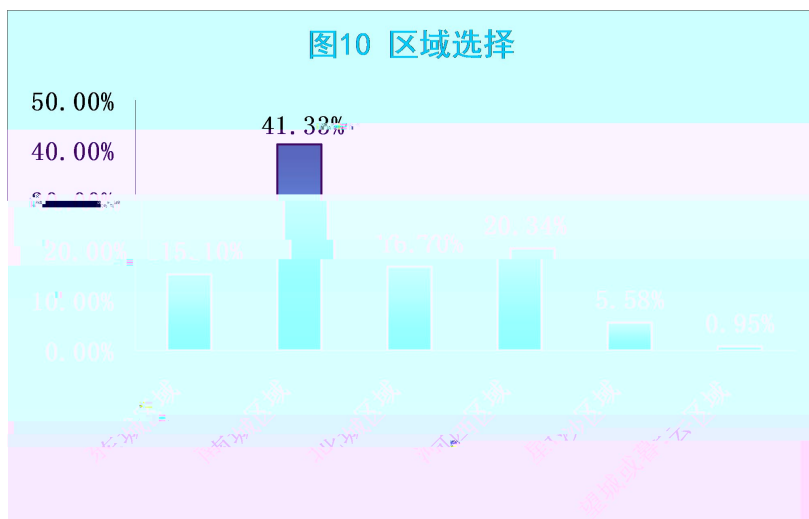
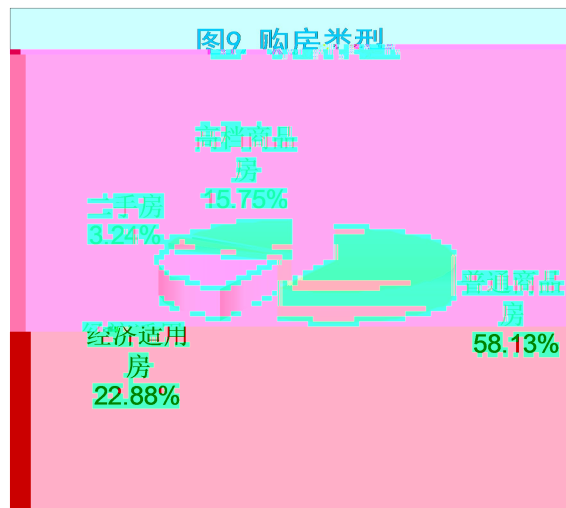
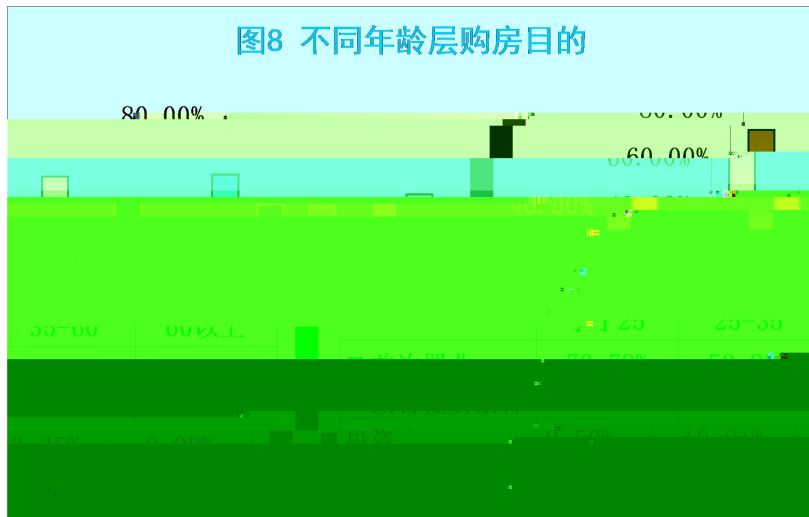
71.36%                      6337                      10000                      7136                      88.80%

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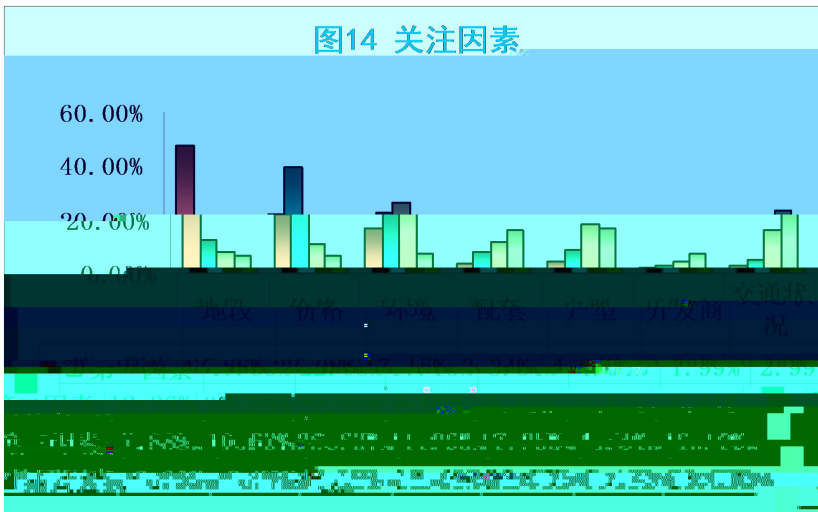
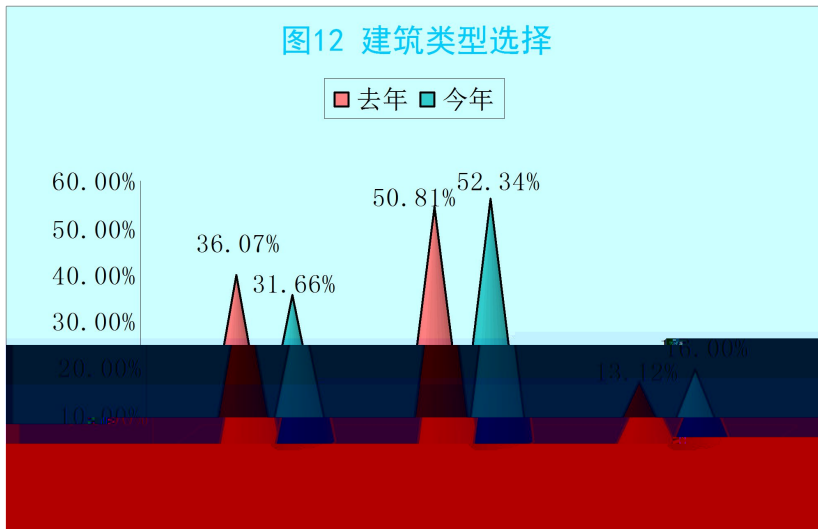
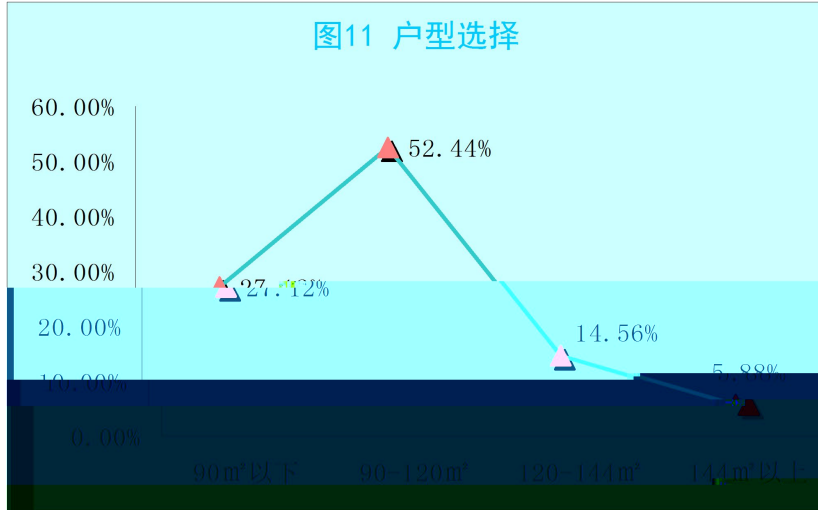
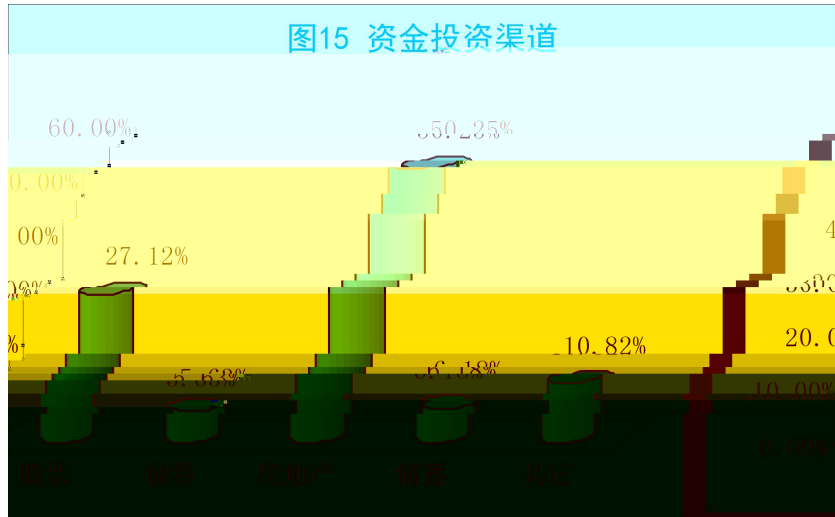


图15 资金投资渠道



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

1. 2-1,  
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	5			
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	2 <sup>1</sup>	2	1	

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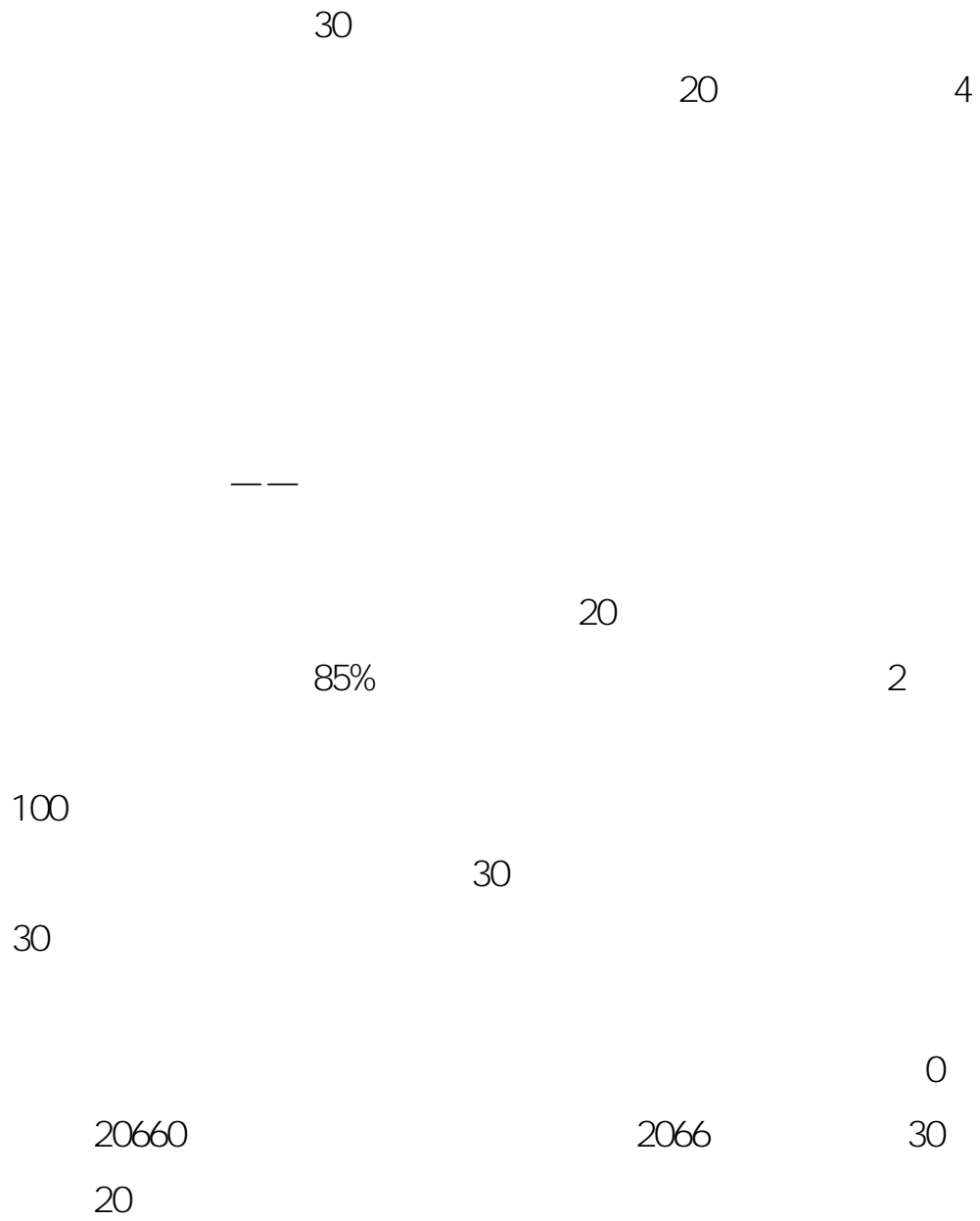
20	10	5-6	3-4	9-10	7-8
	10				3
		3	7-8	5-6	3-4
	2				9-10
					0

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	( )		
		3			
		2			
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		2	,		
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		5	,		
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	2	,			
	3	5 1-2			
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	5			
	2			
	2	2	1	

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

		5		1
		20	5	
			10                      2	
			3                                      3	
		5                                      2		
		3		
40	5	1		
		2		
		1		
		1		
	25	2		
		3	( )	
		3		
		2		
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		5			
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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						
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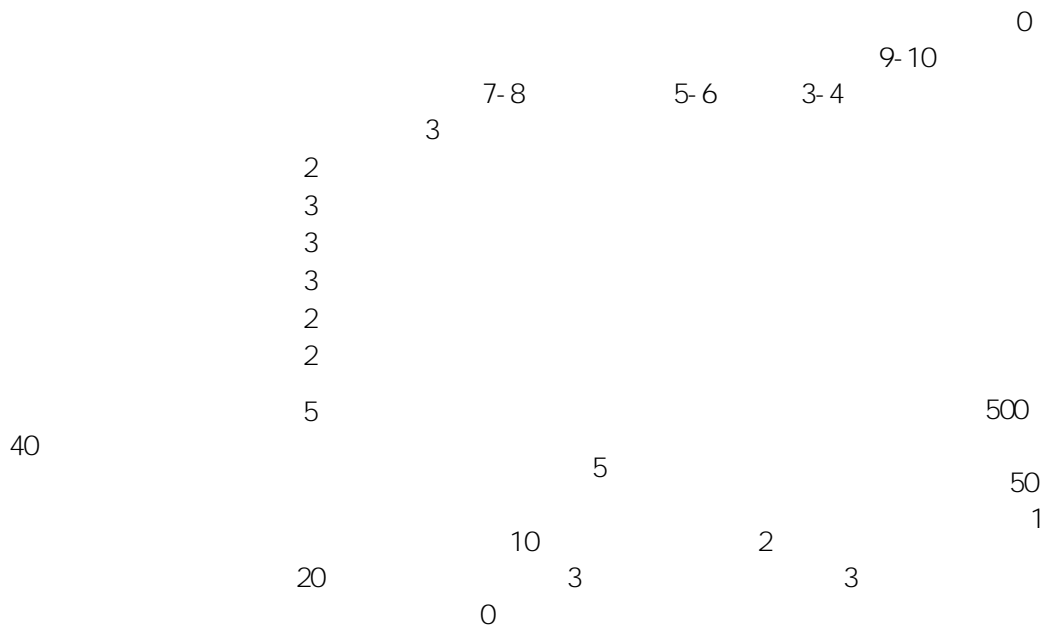
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模块名称	项目名称	试题编号	测试的能力与素质	试题难易程度		
				较难	中等	较易

# 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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