

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

..... **38**

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

		123
.....		
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
		182
.....		
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
		237
.....		
1.	4-1, 237

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
.....				295
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	

1.

630701

2

5

5

8

+

100

+

80

20

1

1

1			
2			
3			

4				
5			SWOT	
				SWOT

1.

2

2

1

2

1

1

2

2

SWOT

1

SWOT

1.

SVØT

1

SVØT

QQ

QQ

2

2

SWOT

1

SWOT

2

2

20		10		0
		10		

80		5		1500 50 1		
		5				
		7			3 4	
		5	,			
		5				
		8			2 6	
		10	3		3 4	
		5			2 3	
		5				
		3			1 2	
		2				
		8			,	1
		3	80%		1 2	,
	22	3			2	1
		3			1	
		3	4		15	1
		3	-2			
	3		2	2		
		100				

3

		10	

20

10

4

4

0

2

8

10

8

3

7

3

5

4

2

2

2

12

4

80

1500

50

1

40

3
3
2

500
50
1

20		5	2 3	0
		5	2 3	
		10	5 5	
40		5	2 2 1	500 50 1
		5	2 3	
		5	2 3	
		5	3 2	
		5	1 2 2	
		15	5 5 5	
40		5	2 3	
		5	2 2	
		10	5 3	
		10	2 4	
		10	2 4	
		10	2 3 5	
100				

6

--	--	--	--

20		10	5	0
		10	5	
80		3		1500 50 1
		3		
		3		
		3	2 1	
		5		
		4	4	
		5	2	
		5	3	
		5	3 2	
		5	3 2	
		5	2 3	
		14	2 4 8	
		5	6 2	
		5	2 3	
		10	5 5	
	3	2 1		
	2	1 1		
	5			
	100			

7

20		10	5	0
		10	5	

			5	
80		5		1500 50 1
		5		
		5		
		6	2 4	
		5	2 3	
		5	2 3	
		5		
		10	3	
		12	5 3 2	
		7	2 3	
		5	1 2 2	
		5	2 2 1	
		5		
	100			

8

			5	
20		10	5	0
		10	5 5	
80		5		2000 50 1
		5		
		2		
		2		
		3		
		10	4 2 3	

				1	
			2	1 1	
	SWOT	8		2 2 2	2
		3			
		5		3 2	
		20		1 2 3 4 1 5*2=10 5	
		5		1 4	
		3		1 1	
		5			
					100

9

20		10		5 5	
		10	5	5	0
80		5			2000 50 1
		5			
		2			
		2			
		3	4	2 3 1	
		10		1 1	
		2	2	2 2	

				2	
		SWOT	8		
			3	3 2	
			5	1 2 4 2 3 5*2=10 5	1
			20	1 4	
			5	2 1	
			3		
			5		
					100

10

N M
5 N M 5

1

10

1				150	
				180	
2			+	60 55 5	60 20 3 1
3				150	
				150	
4			+	90 60 30	90
5				180	
				180	

1

2

3

4

5

6

7

:

8

9

10

11

12

13

14

15

16

8

20

10

90

3

1				10
			" "	10
2				20
3				10

4			" . "	10
			" " " " " " " "	10
5			I H K	10
			9	10

1. 1-1
1

2018

9449.98

2018

1325.50

15

1-2

2

	70	30	

	2	

3

150

4

	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	
	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				

2

1-2

1

15

1-2

2

	70	30
	2	

3

150

4

20

20

			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			

3. 1-3
1

15

1-2

2

	70	30
	2	

3

150

4

20

20

16-17
12

14-15

18-20
12-13

0

5

80

			10	3	3		
						4	
			5		2	3	
			5				
			3		1	2	
		22	2			0.5	
			8				,
				1			,
			3		80%	2	1
			3				1
				1			1
			3		3	15	
			3	1-2		0.5	
		3	2			1	
			100				

4. 1-4

1

" "

15

1-2

2

	70	30
	2	

3

150

4

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

	8		2		6
			3		
	10	3			
					4
	5		2		3
	5				
	3		1		2
	2				0.5
	8				
			1		
	3		80%	2	
22					1
					1
	3				
		1			1
	3		3		15
		1—2			0.5
	3	2			1
	100				

2018
 33
 55
 35
 70.2%
 2017
 00
 2013
 2018
 5.13
 19
 00

15

1-2

2

	70	30
	2	

3

150

4

20	20	16-17 12	14-15	18-20 12-13	
				0	
80		5			
		5			
		7		3 4	1500
		5			50
		5			1
		8		2 6	
		10	3	3	
		5		2 3	
		5			
		3		1 2	
		2			0.5
		8			
		3		80% 2	
	22	3			1 1
		3	1		1
		3	1-2	3	15 0.5
	3			1	
		2			

			100		

6.

1-6

1

"

"

15

1-2

2

	70	30
	2	

3

150

4

20

20

16-17
12

14-15

18-20
12-13

0

5

5

7

3

4

1500

50
1

5

80

5

8

2

6

3

10

3

2017

71751

32.2% 2018

9

7

25.4%

45.2%

7.3

15

1-2

2

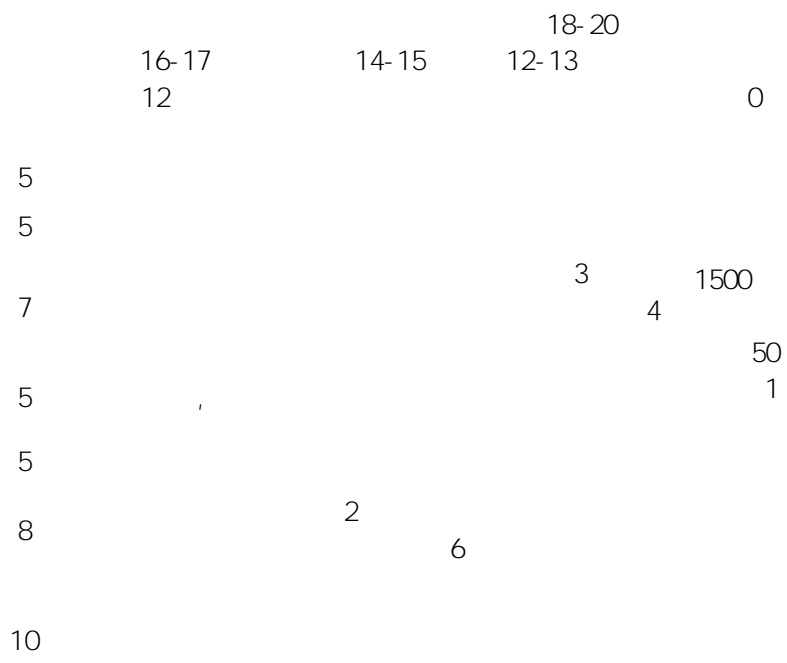
	70	30
	2	

3

150

4

20	20		



80

15

1-2

2

	70	30
	2	

3

150

4

20	20		

			16-17 12	14-15	18-20 12-13	0
80		5				1500 50 1
		5				
		7			3 4	
		5				
		5				
		8		2	6	
		10	3	3		
		5		2	3	
		5				
		3		1	2	
		2			0.5	
		8		1		
		3		80%	2	
	22	3			1	
		3	1		1	
		3	1-2	3	15 0.5	
		3	2		1	
	100					

9.

1-9

1

"

"

15

1-2

4

	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		0.5
	8			
		1		
22	3		80%	
			2	
			1	
	3		1	
		1		
	3		1	
	3		1	
		1		
	3		3	
			15	
		1-2	0.5	

1500

50

1

			3	2	1	
			100			

10.

1-10

1

2

70

30

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

11. 1-11

1

1000

1

:

1

	%	%
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

2

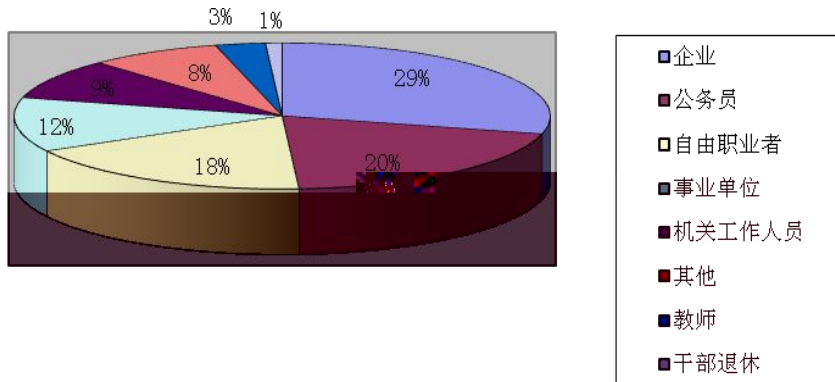
:

2

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

3

:



1

4

4

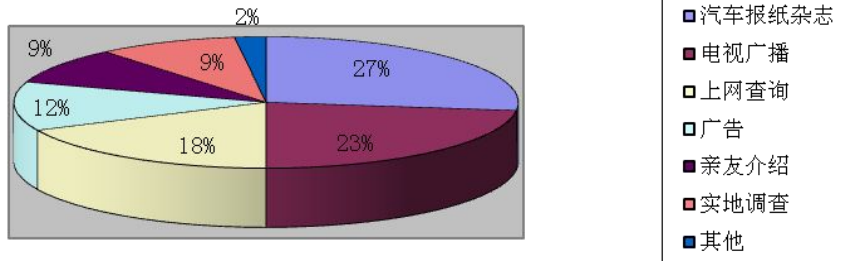
:

30 40 30
43% 28% 23% 40 50

6%

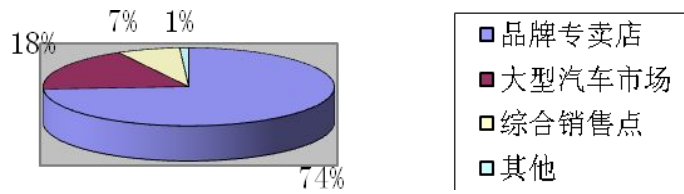
50

5.



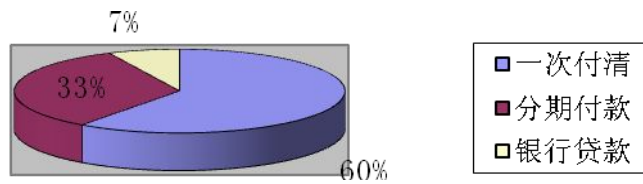
3

7



4

8.



5

1000

1

2

3 1500

2

	70	30
	2	

3

180

4

20 20

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

8

10

8

3

5

7

3

4

2

2

2

80

12

1500

50

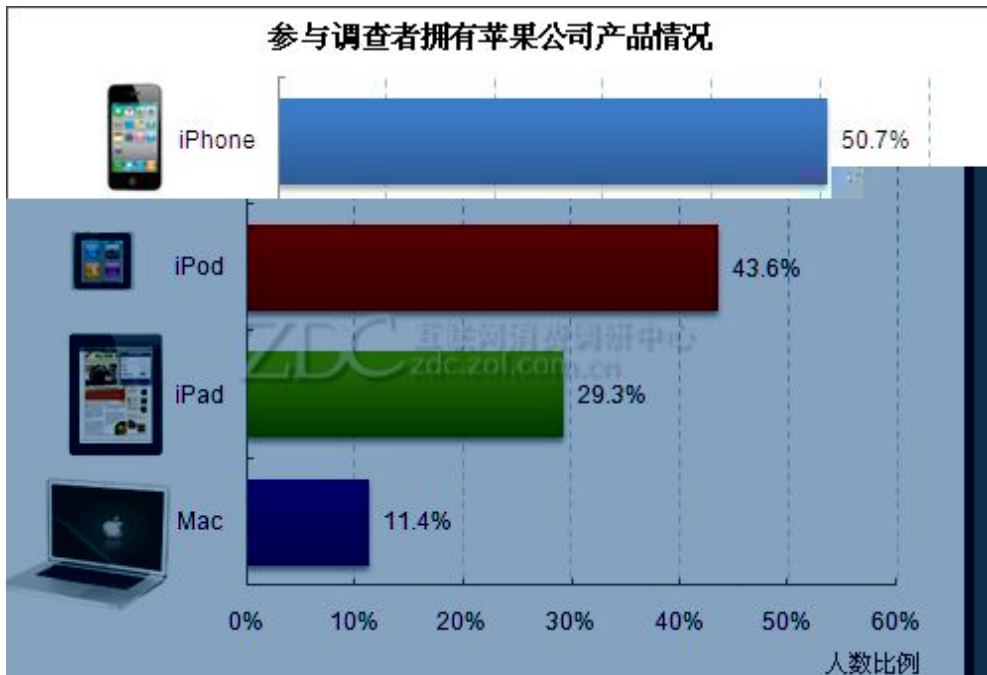
1

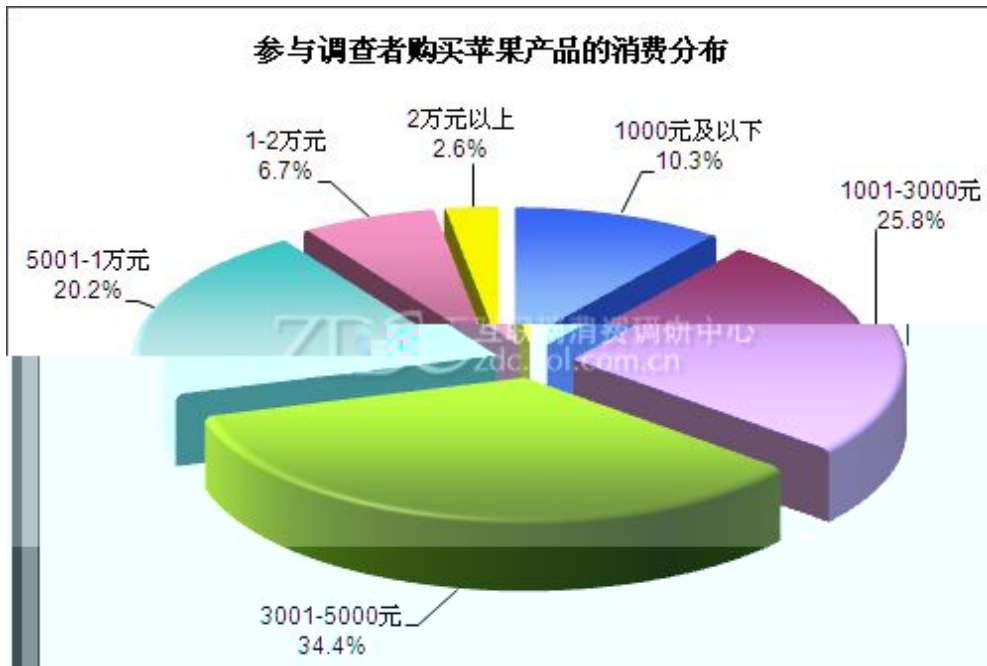
						5
				5	3	2
			5			
			100			

12 1-12
1

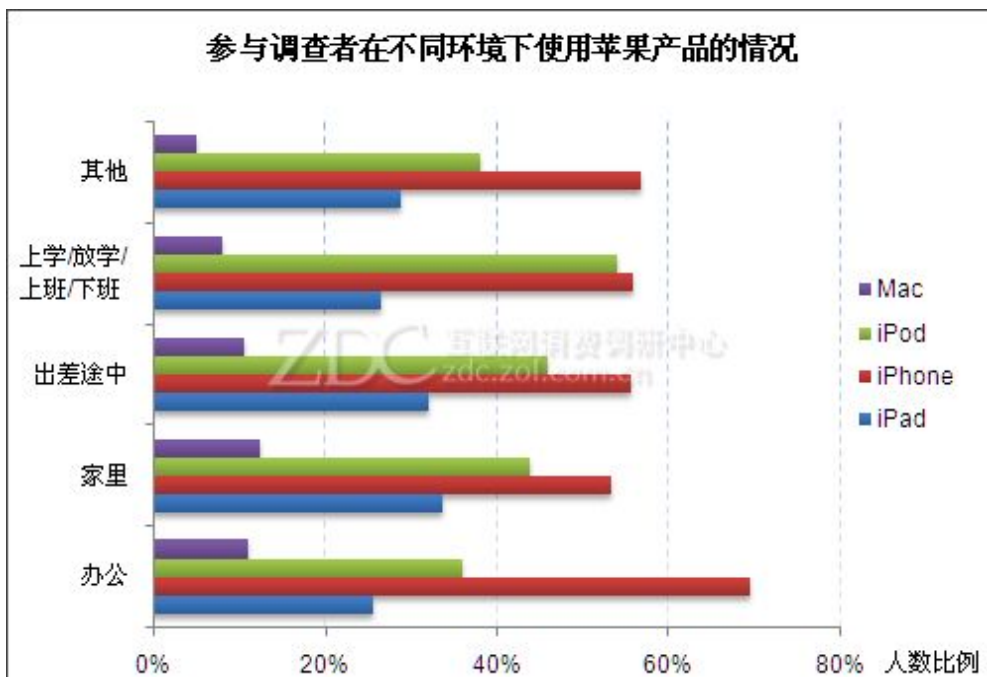
1301

| |
894





2



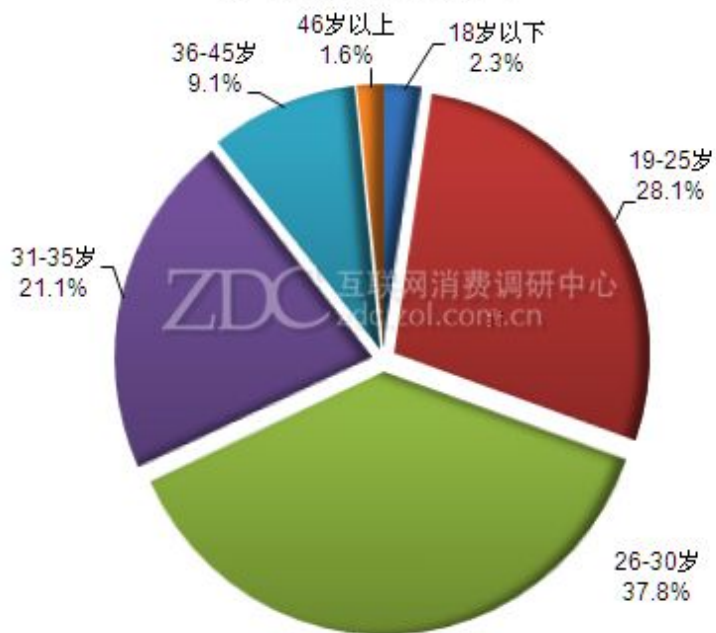
3

参与调查者的性别分布

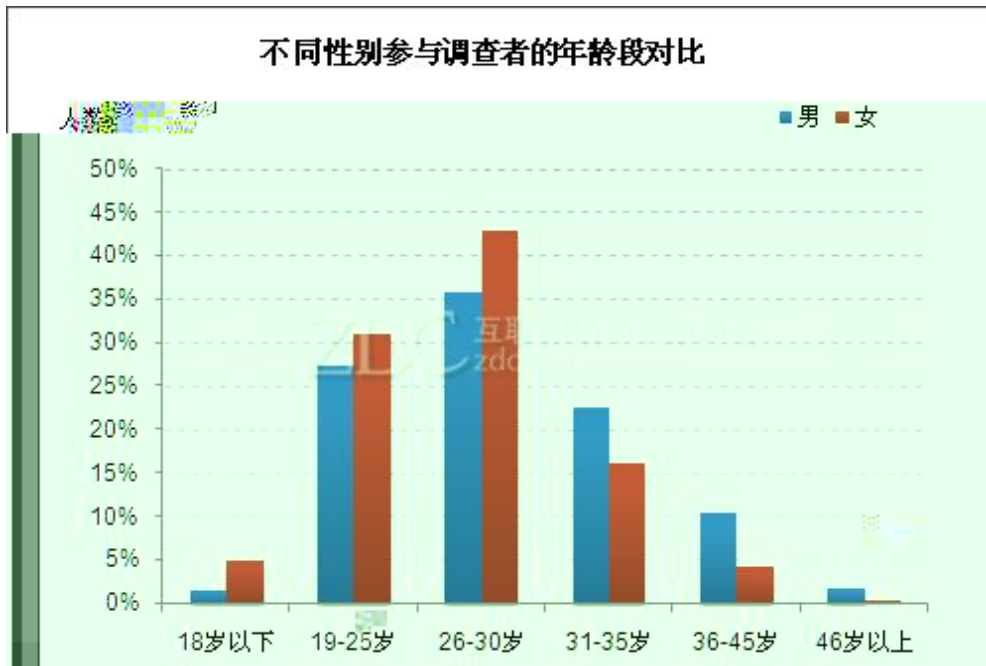


4

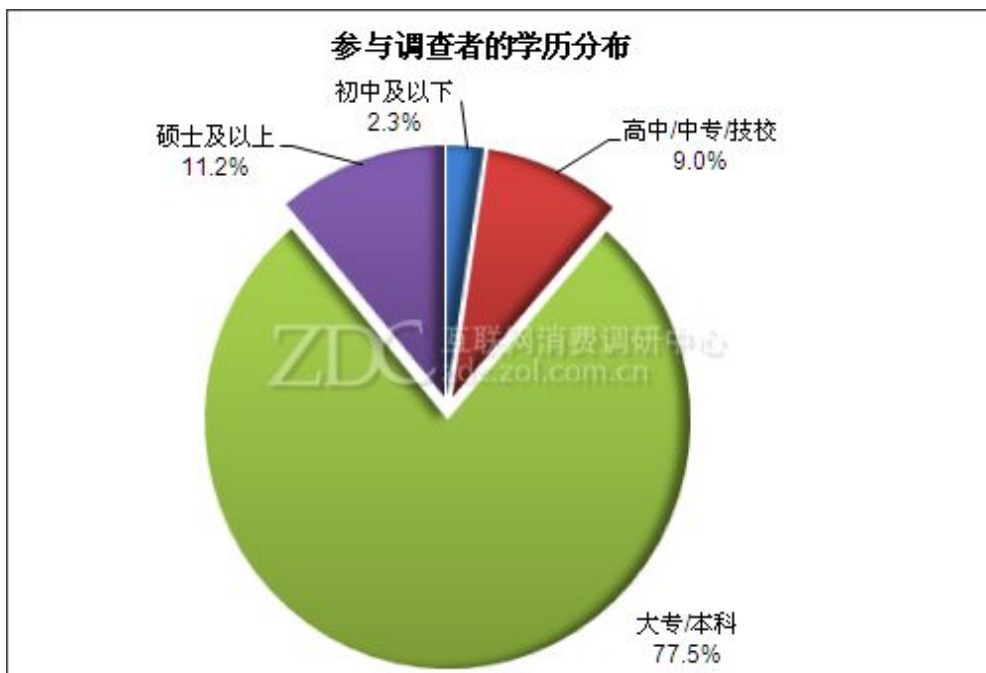
参与调查者的年龄分布



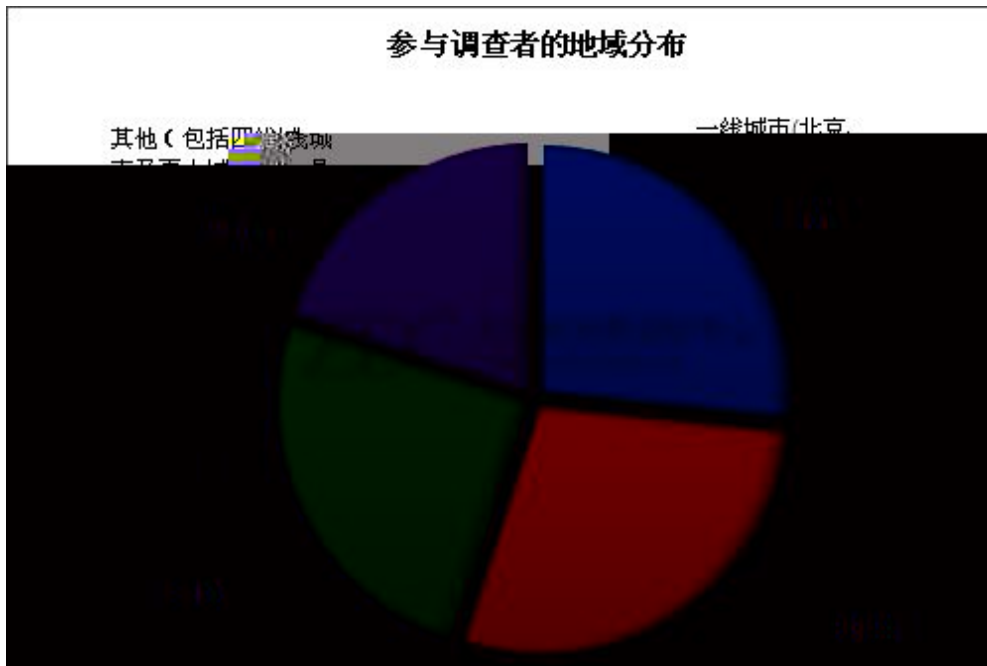
5



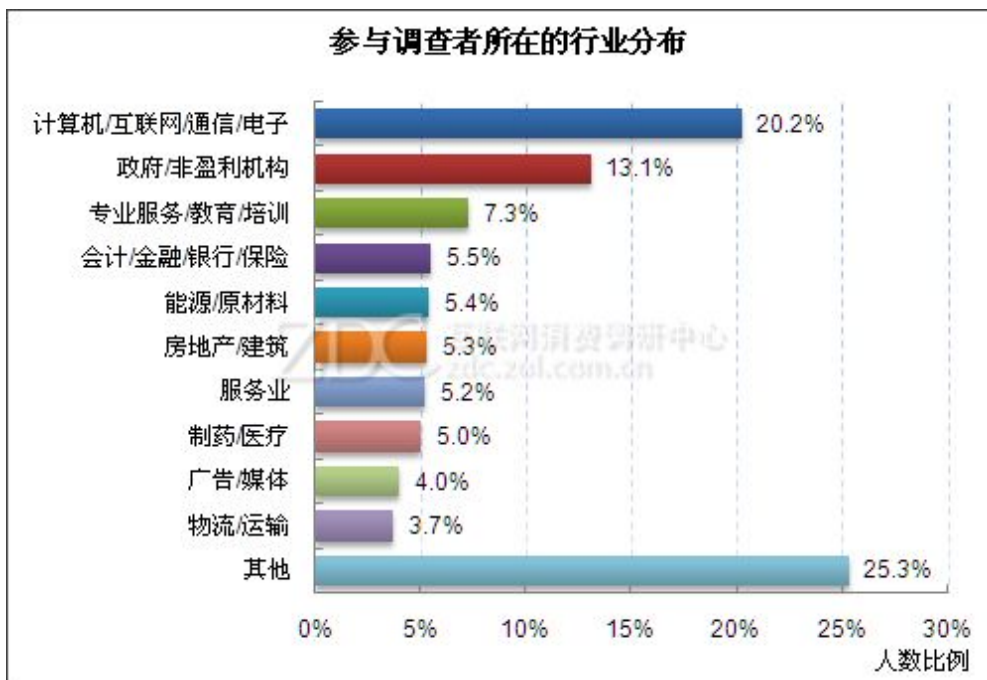
6



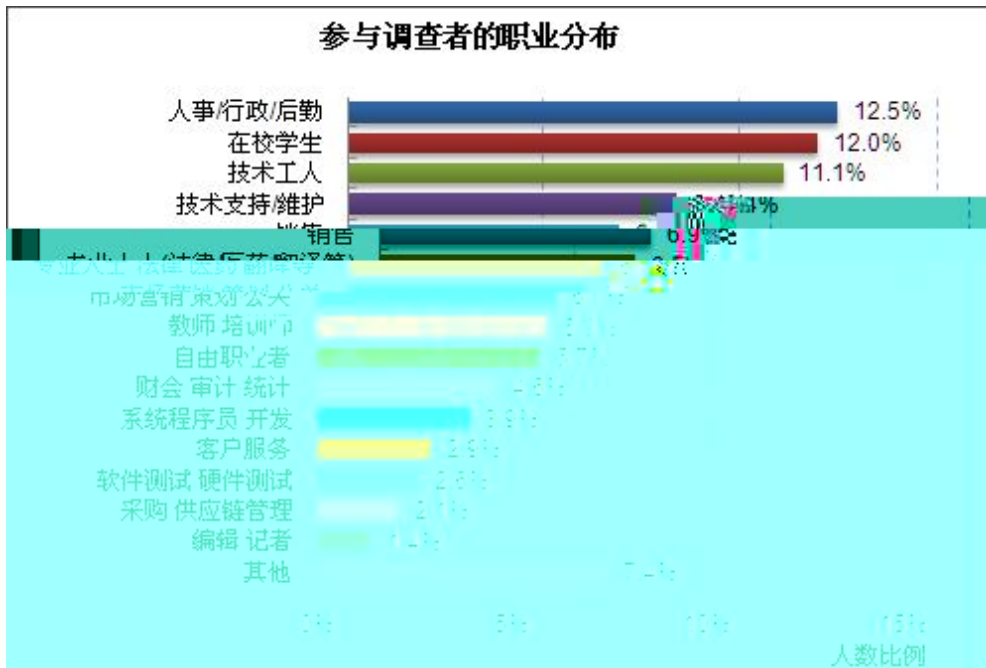
7



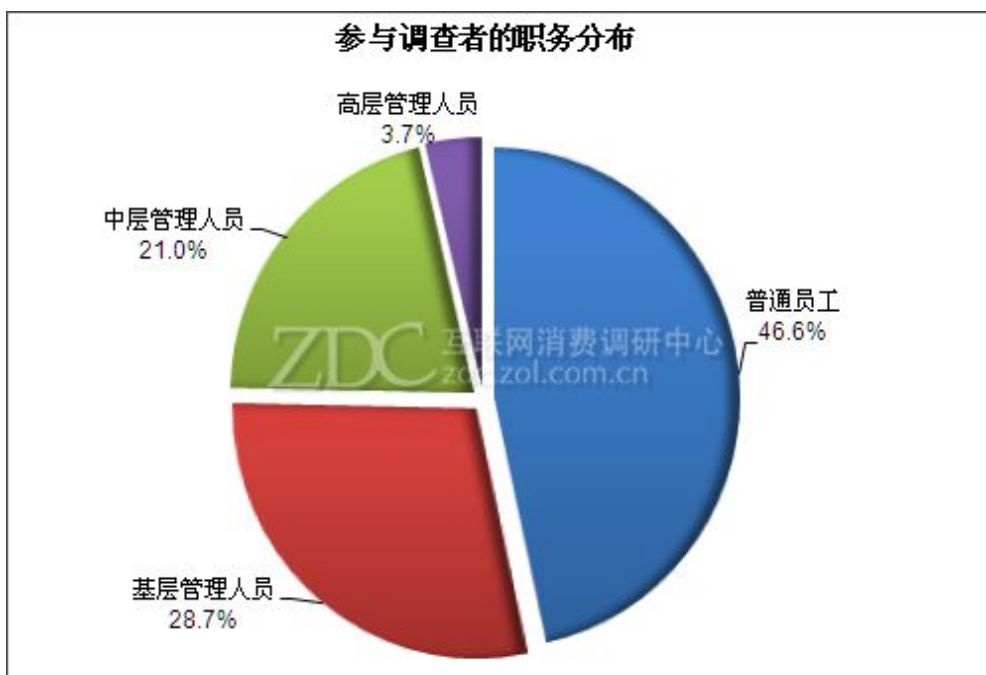
8



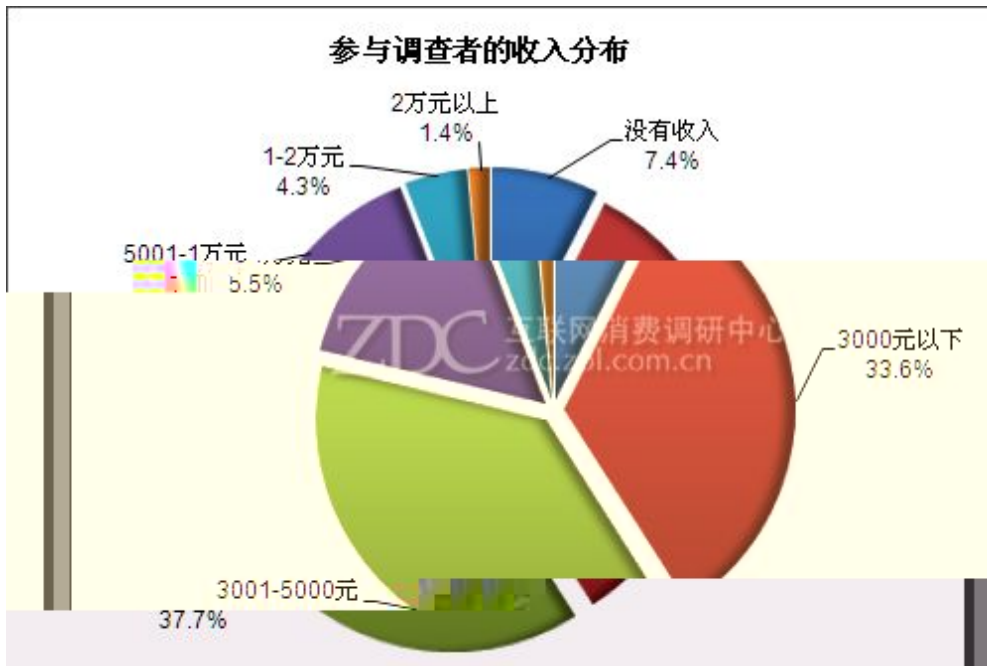
9



10



11



12

1

2

3 1500

2

	70	30
	2	

3

180

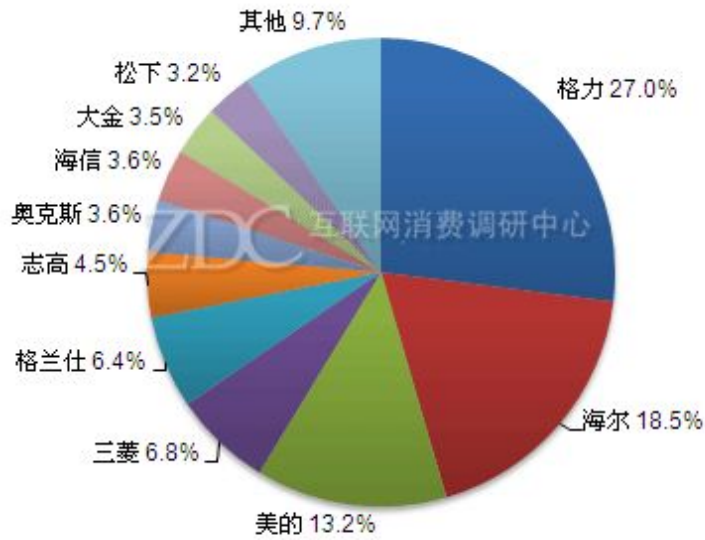
4

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

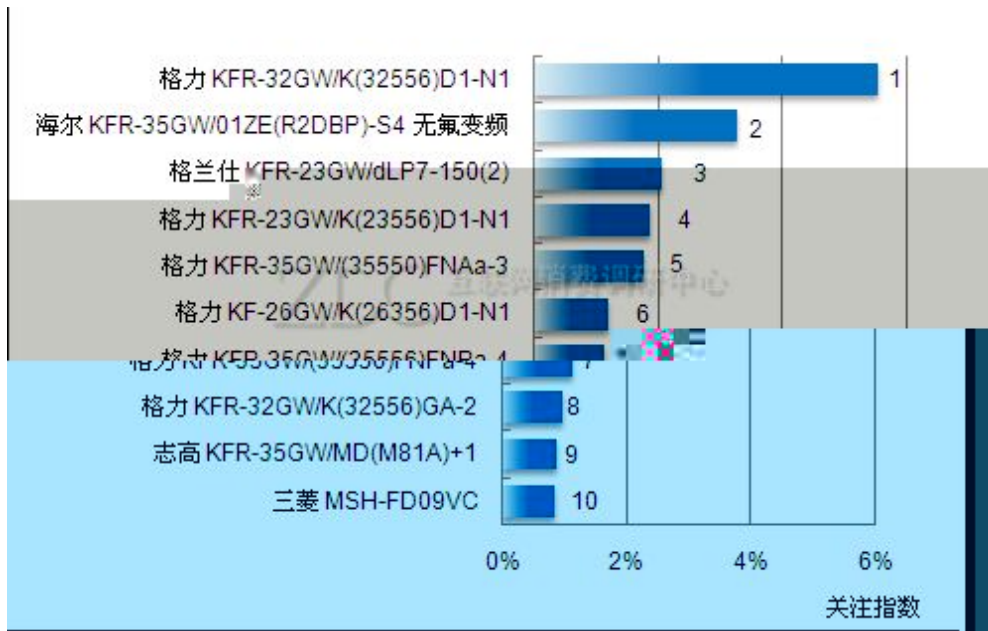
13.

1-13

1



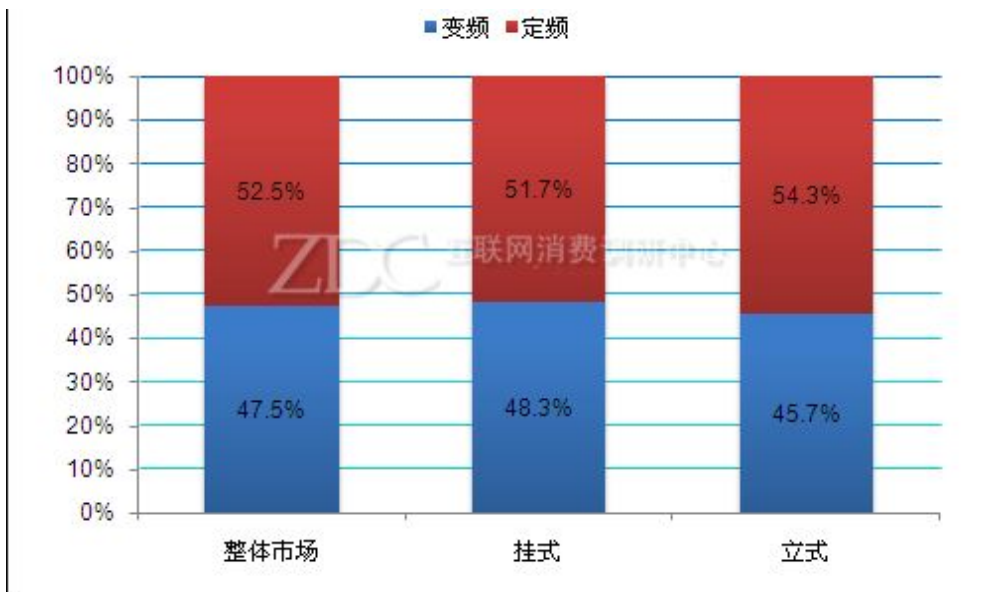
1



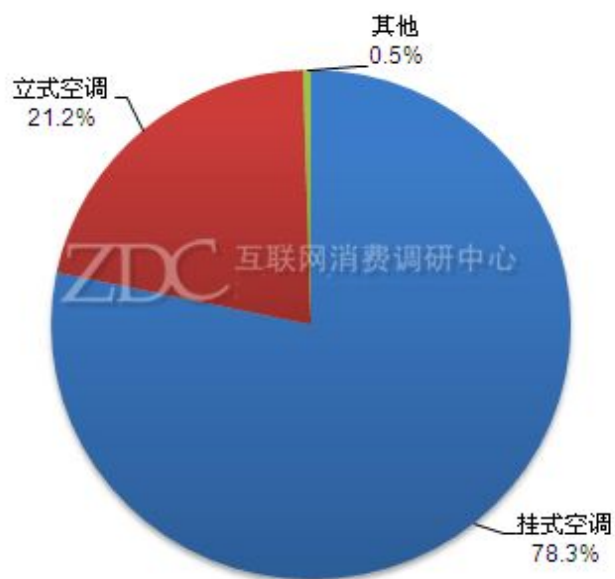
1

2

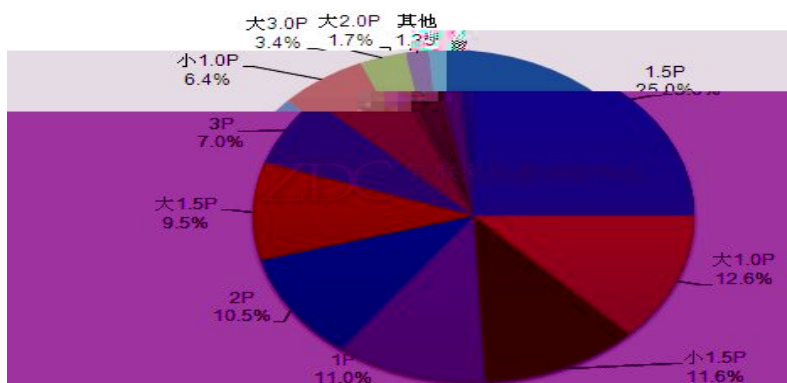
1	K -32 WK(32556) 1-N1	2, 200		1. 5	1
2	K -35 W01 (2)-S4	2, 599		1. 5	4
3	_____ K -23 W 7-150(2)	1, 199		1. 0	2
4	K -23 WK(23556) 1-N1	1, 999		1	1
5	K -35 W(35550) N -3	2, 999		1. 5	3
6	K -26 WK(26356) 1-N1	1, 750		1. 0	1
7	K -35 W(35556) N -4	2, 899		1. 5	4
8	K -32 WK(32556) -2	2, 350		1. 5	2
9	K -35 WM(M81)+1	1, 699		1. 5	1
10	M&H_09_	2, 995		1. 0	3



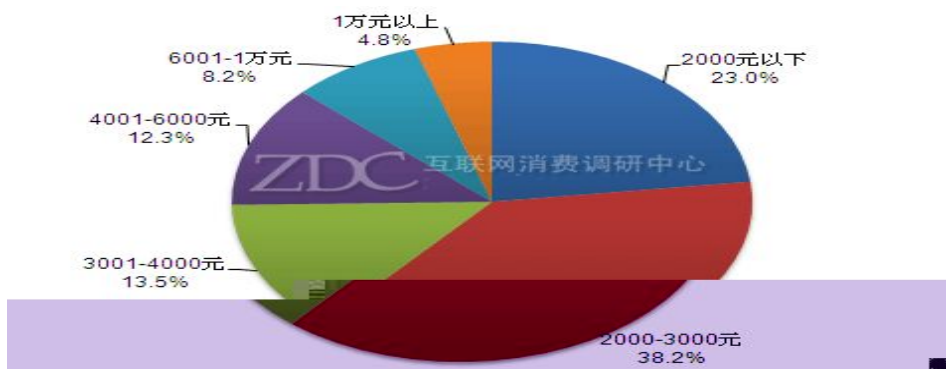
: 2



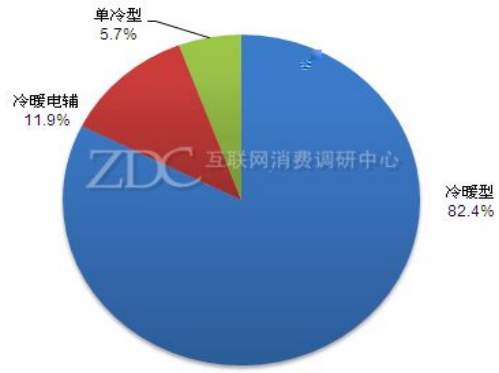
3



4



5



6

1

2

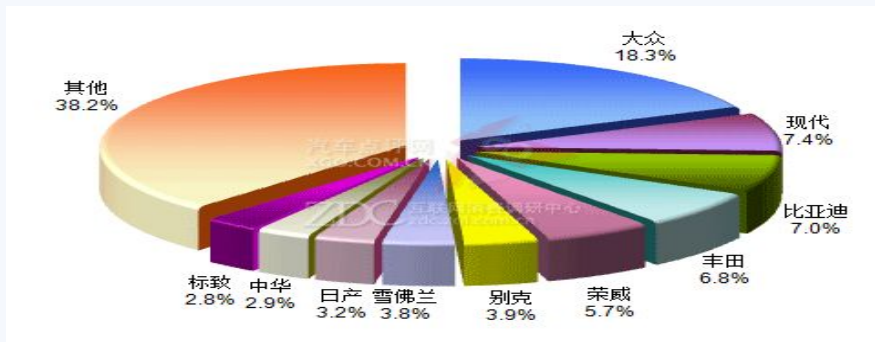
20		20			
			14-15	18-20 12-13	16-17 12
					0
80		8			
		10			
		8			3 5
		7		3	4
		12	2	2	2
					4
		20		4	4
				4	6
		10			5
			5	5	3
		5		2	
					1500
					50
					1
		100			

14.

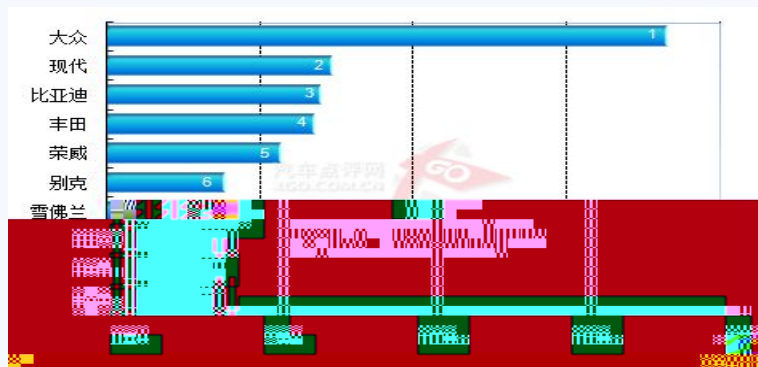
1-14

1

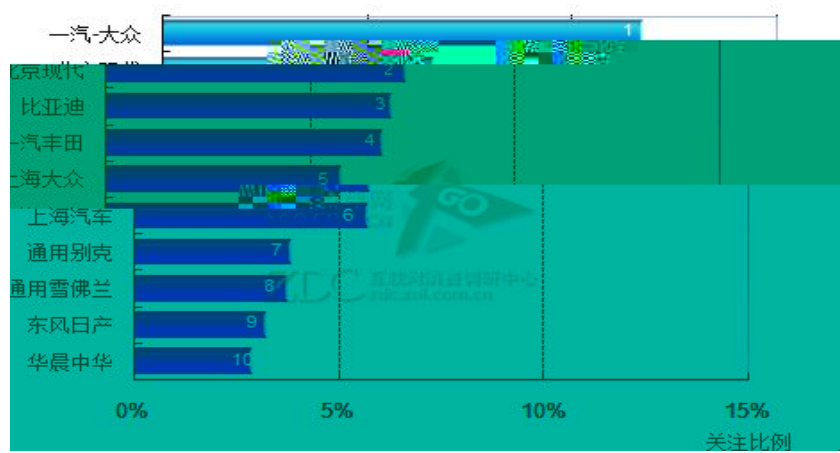
:

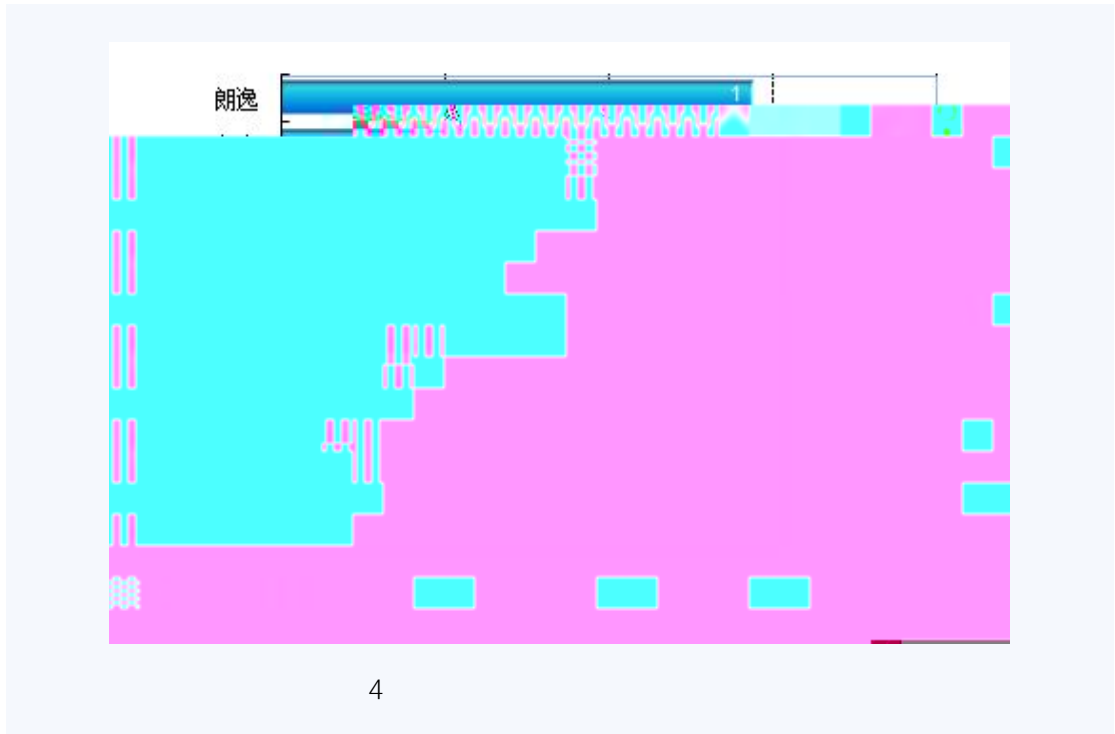


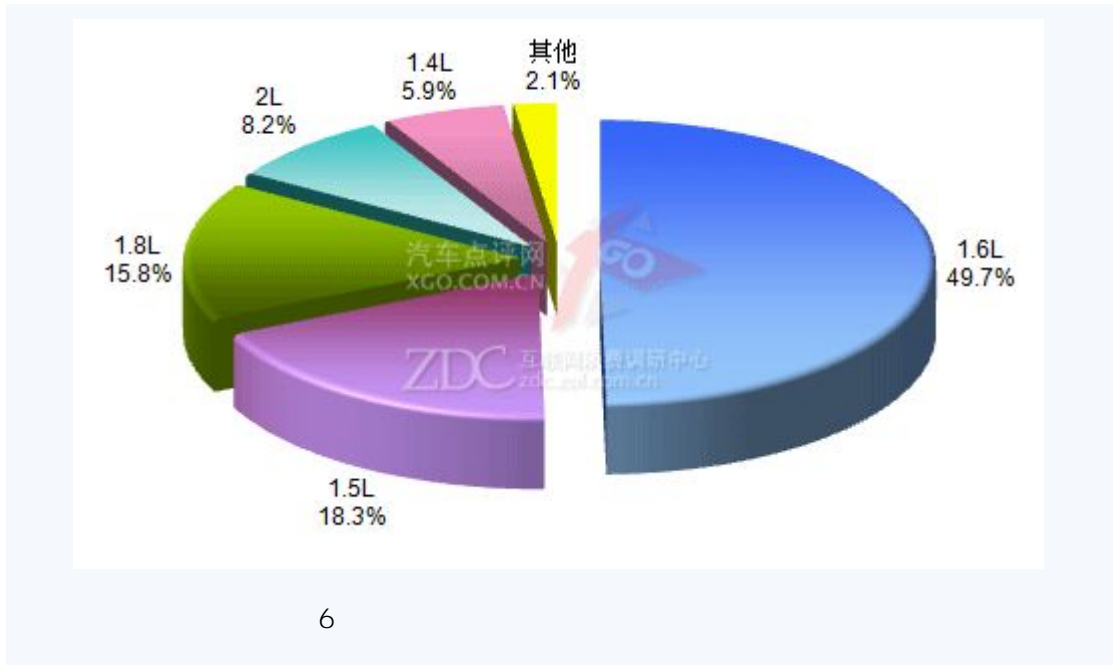
1



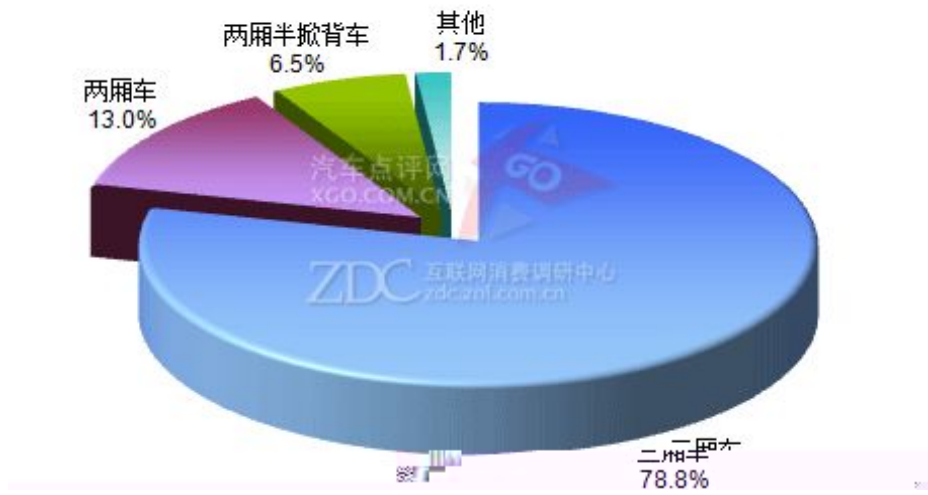
2



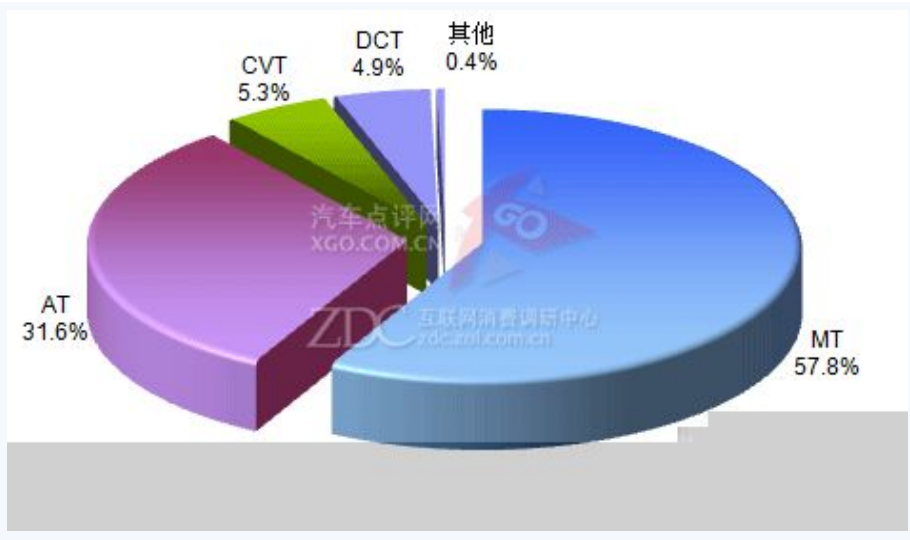




6



7



8

1

2

3

1500

2

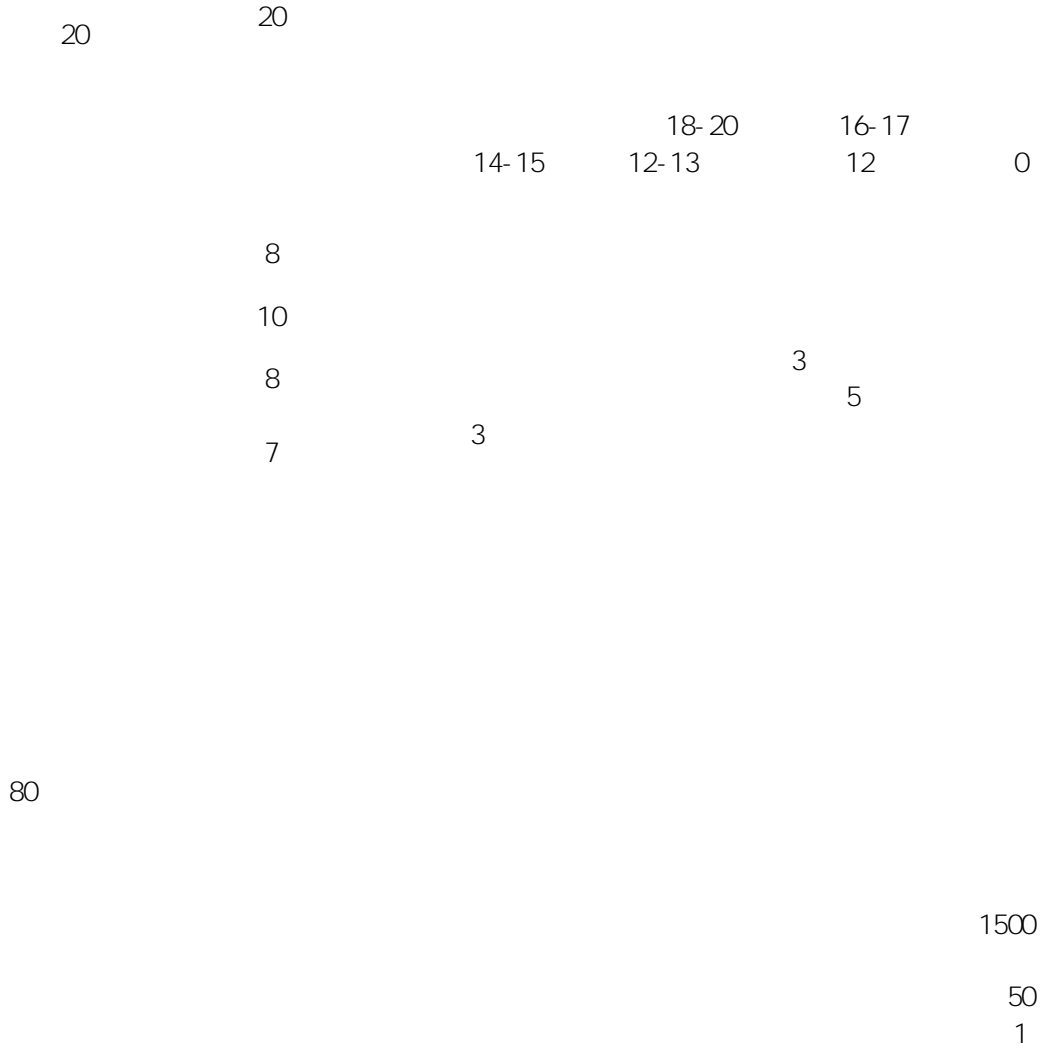
	70	30
	2	

3

180

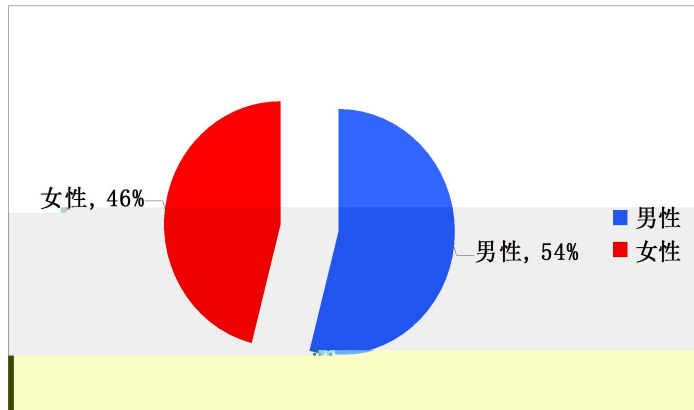
4

--	--	--	--

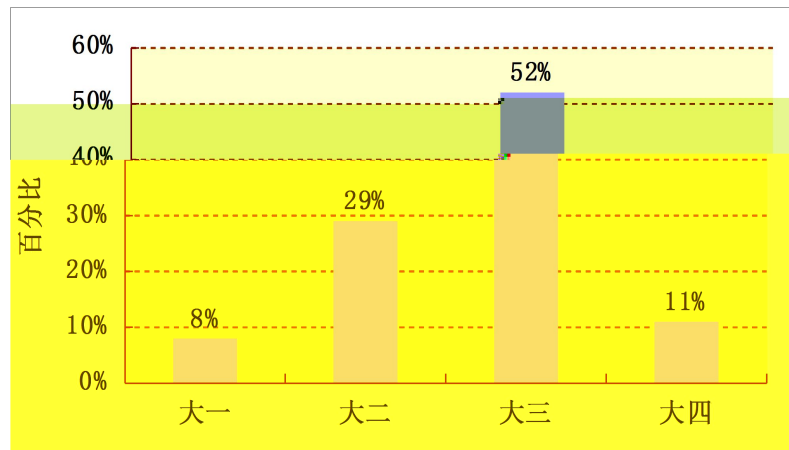


1000

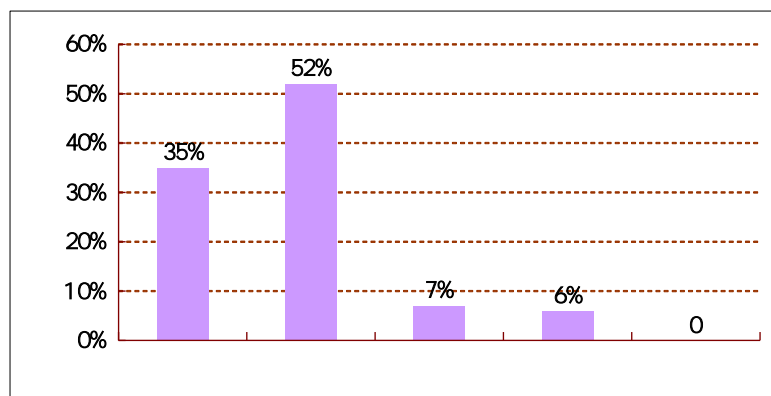
1000



1



2

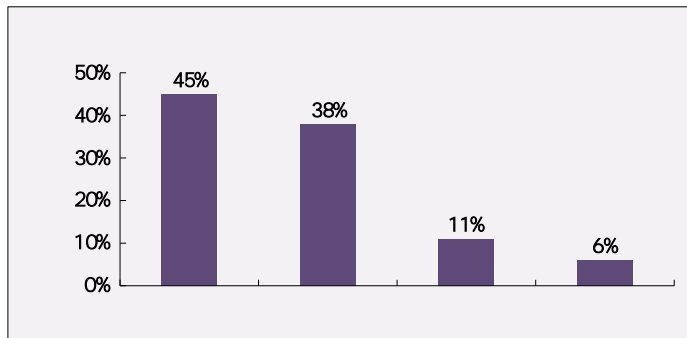


3



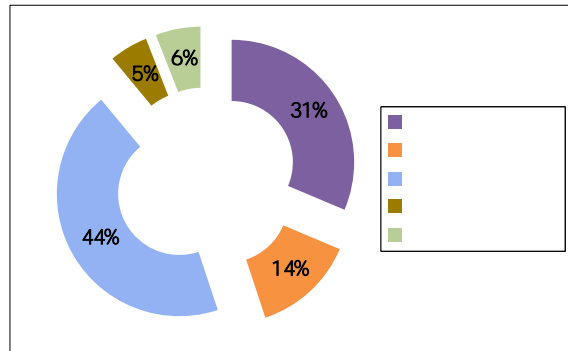
4

5

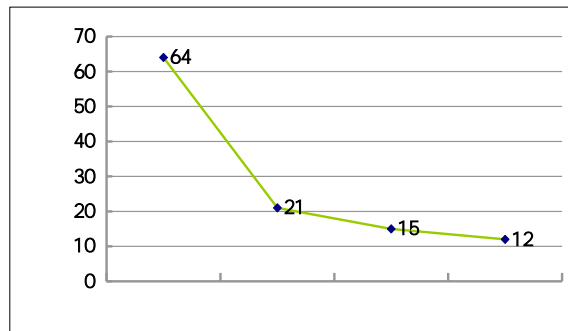


6

7



8



9

1

2

3

1500

2

--	--	--

	70	30	
	2		

3

180

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	2		4	
	20		4	4	2	6	1500
			2	4			50
	10					5	1
		5		3	2		

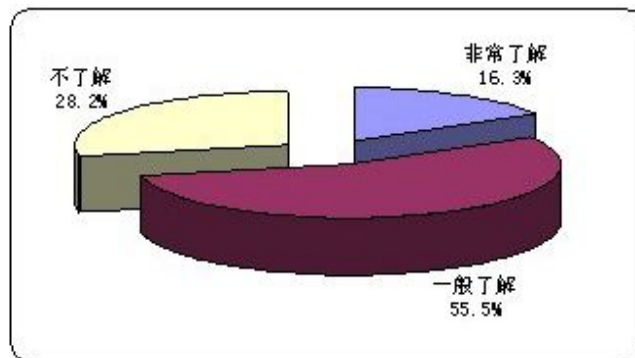
			5		
			100		

16. 1-16
1

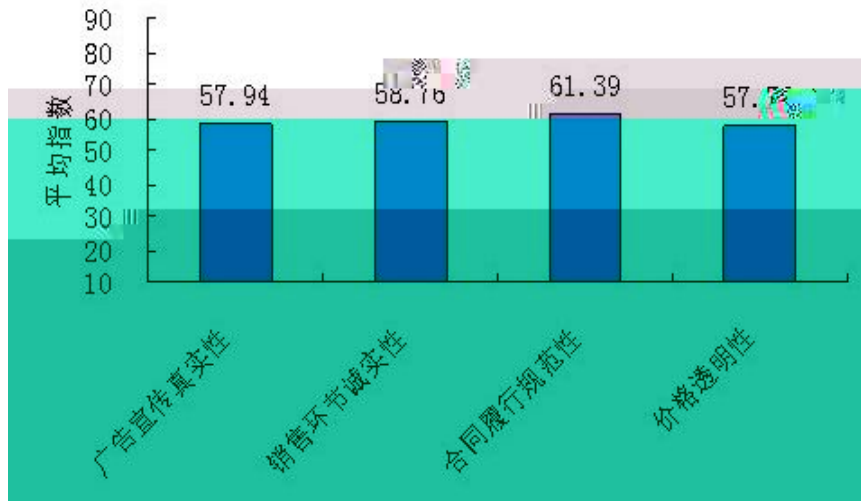
12 218 " " " "
1-3 " "

18500 16376 88.52%

:

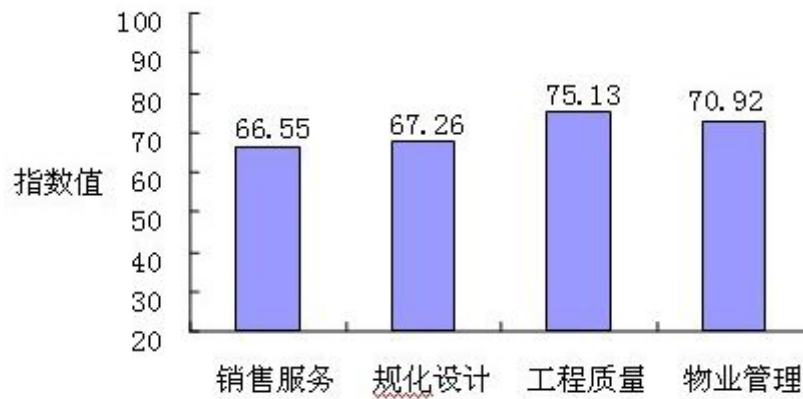


1

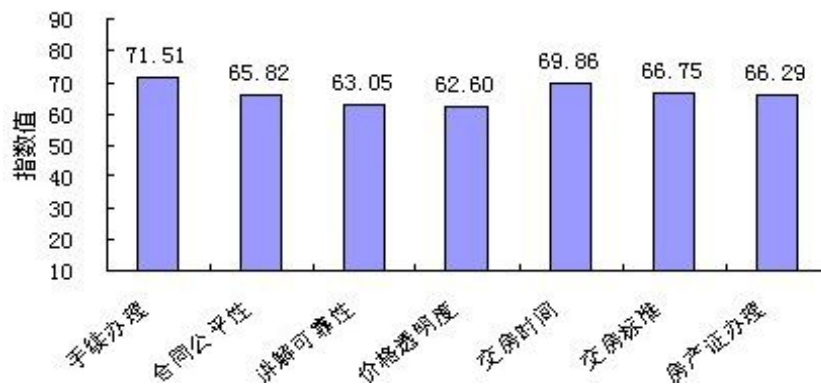


2

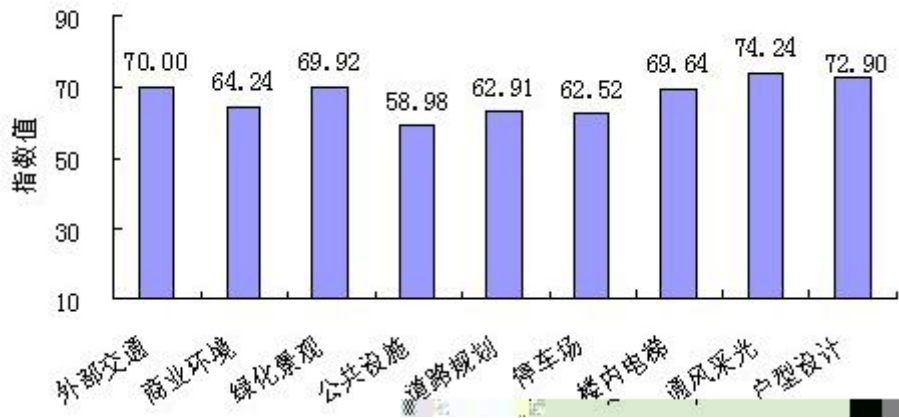
0-100 50 " " 50-60 " " 60-70 " " 70-80
 " " 80 " "



3



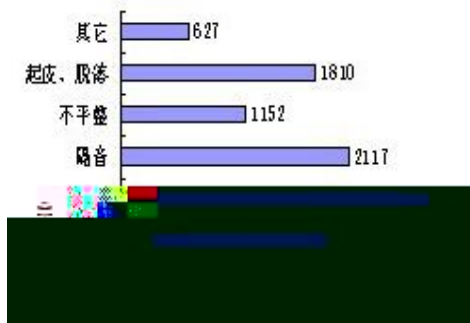
4



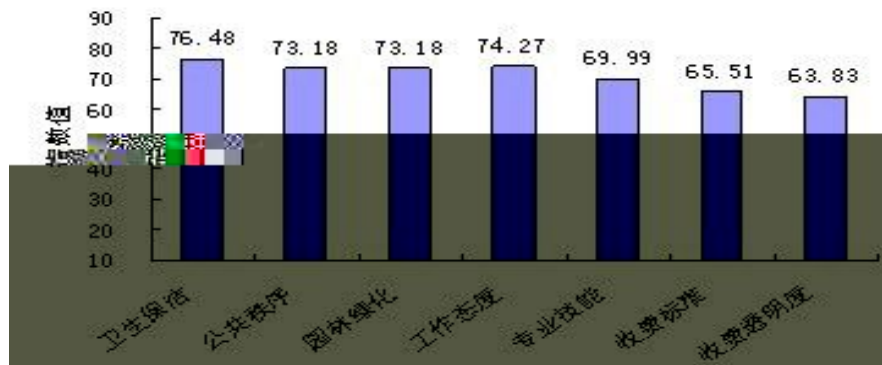
5



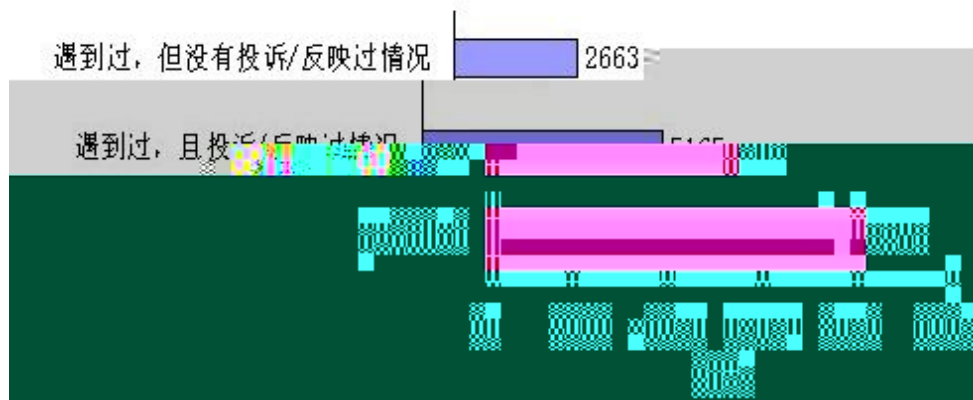
6



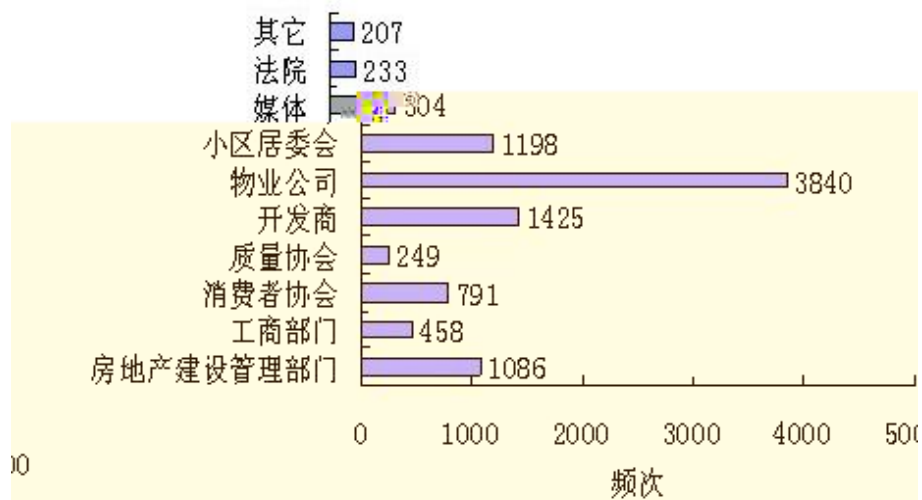
7



8

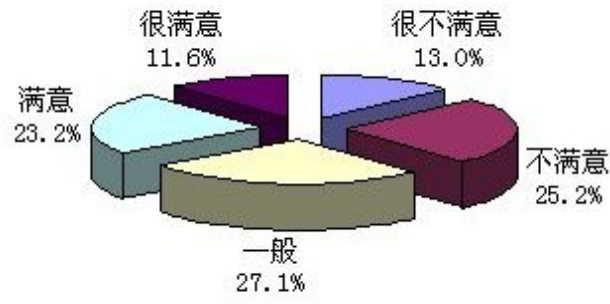


9



10

/



11

12

218

"

"

1

2

3

1500

2

	70	30
	2	

3

180

4

--	--	--	--

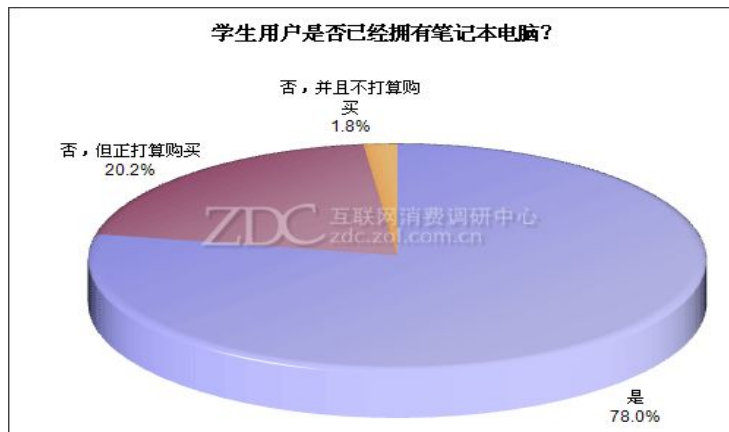
20		20		14-15	18-20 12-13
					16-17 12
			0		
80		8			
		10			
		8			3
					5
		7		3	4
		12		2	2
					4
					2
		20		4	4
					6
			4		
			2		
	10				
				5	
			5	3	
				2	
		5			
		100			
					1500
					50
					1

17.

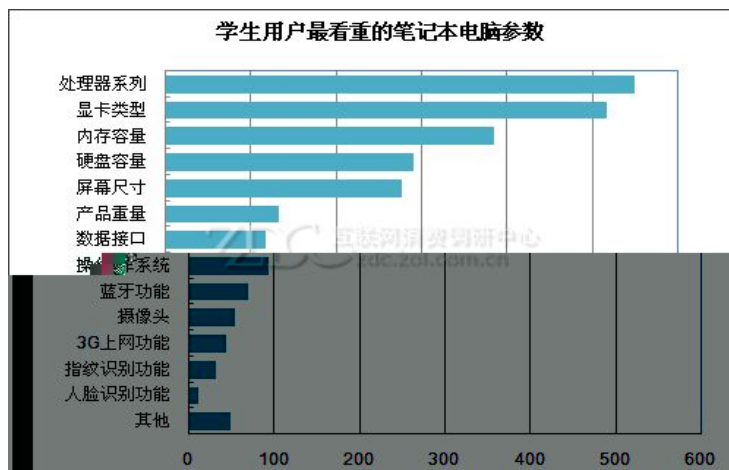
1-17

1

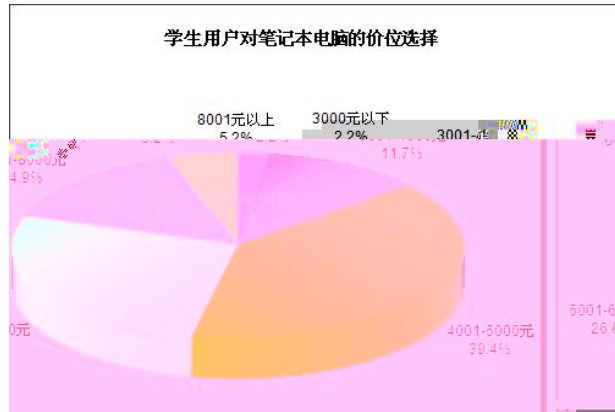
“ “ “



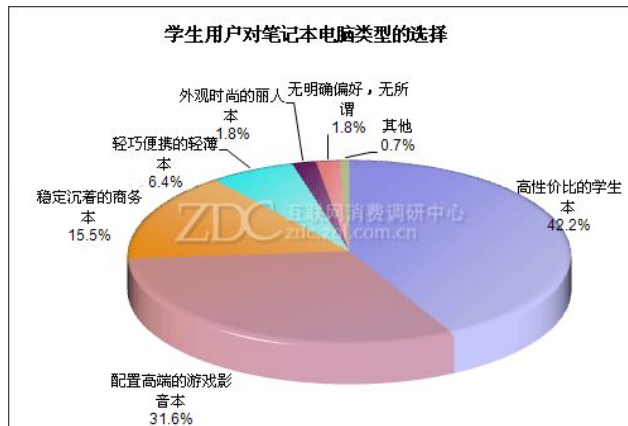
1



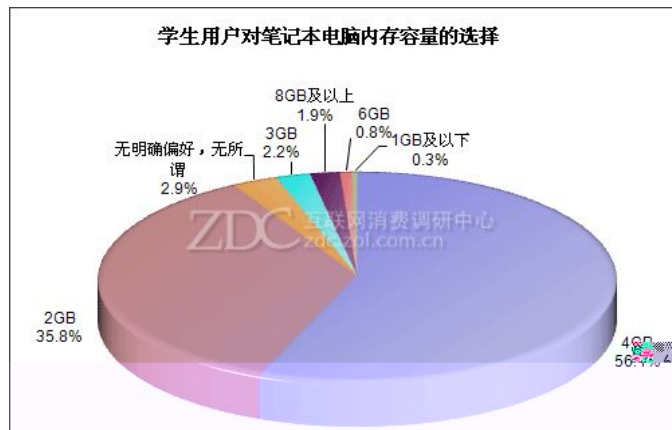
2



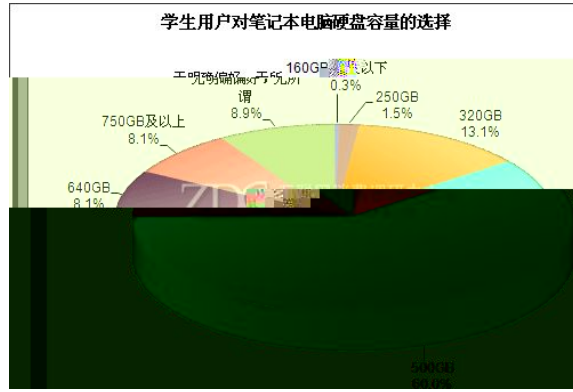
3



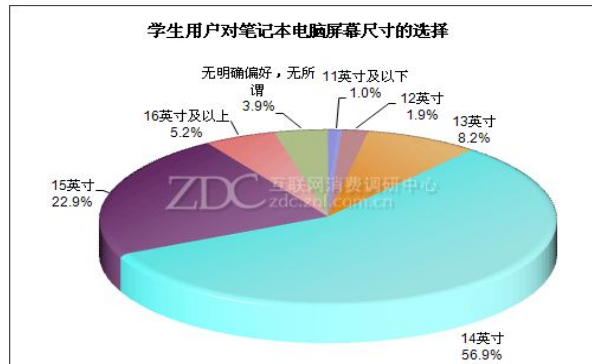
4



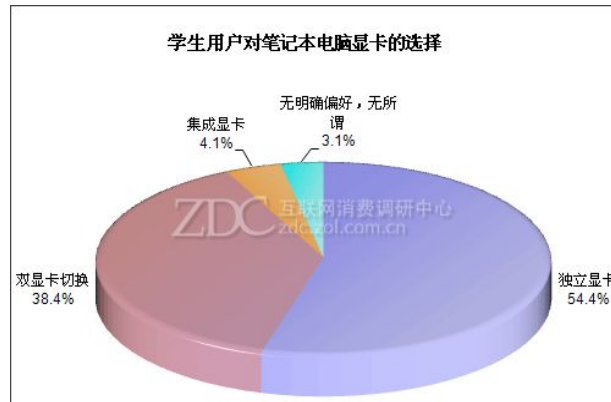
5



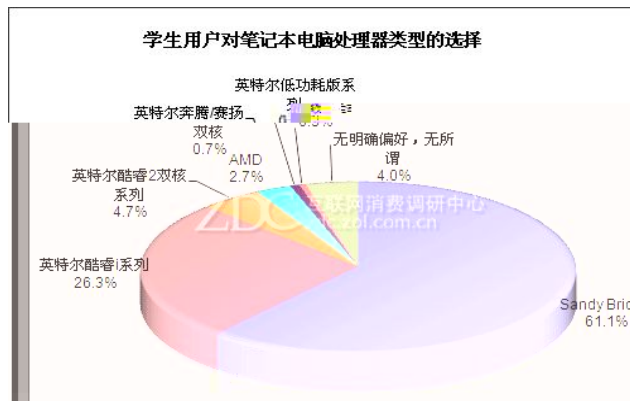
6



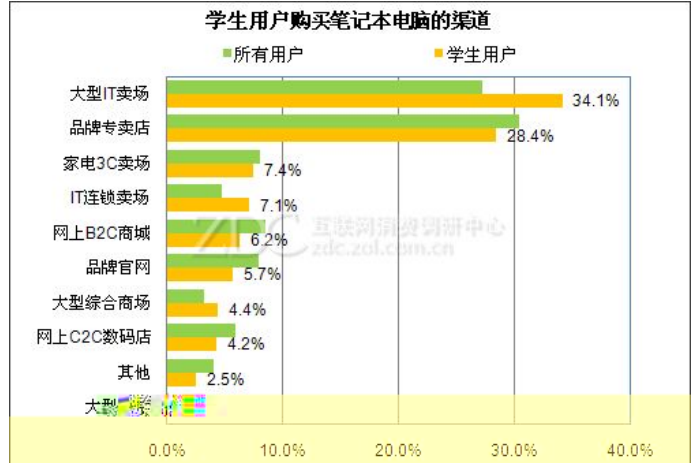
7



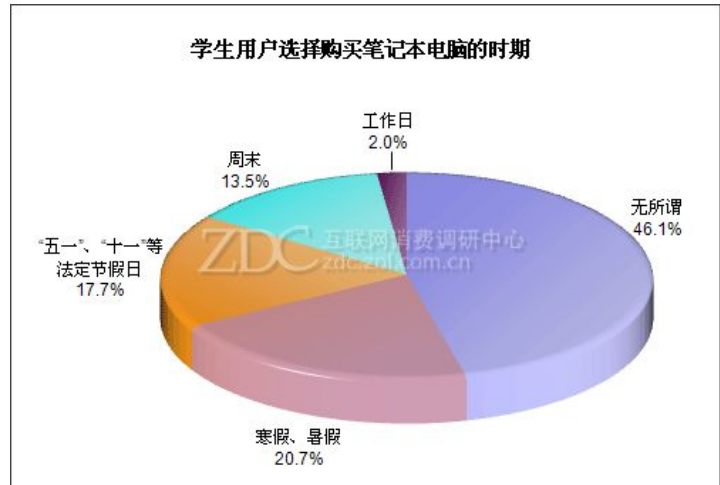
8



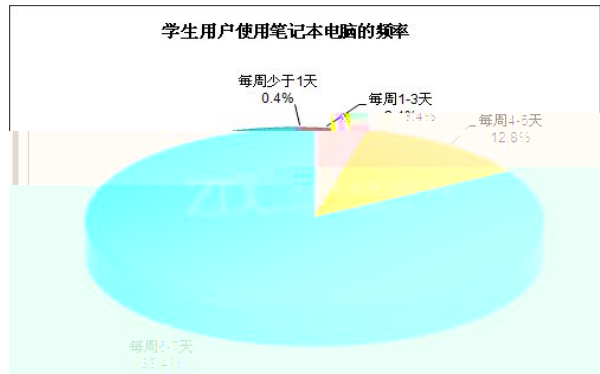
9



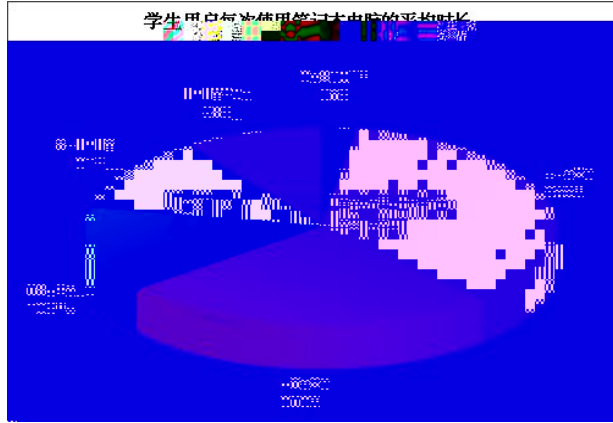
10



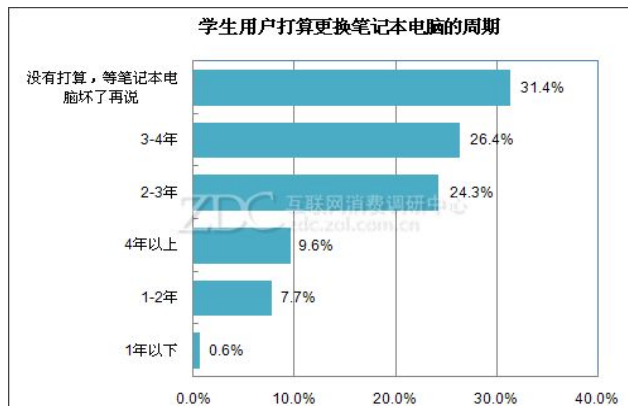
11



12



13



14

1

2

3

1500

2

--	--	--

	70	30	
	2		

3

180

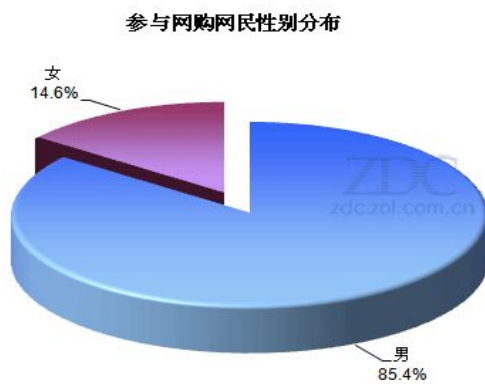
4

			5		
			100		

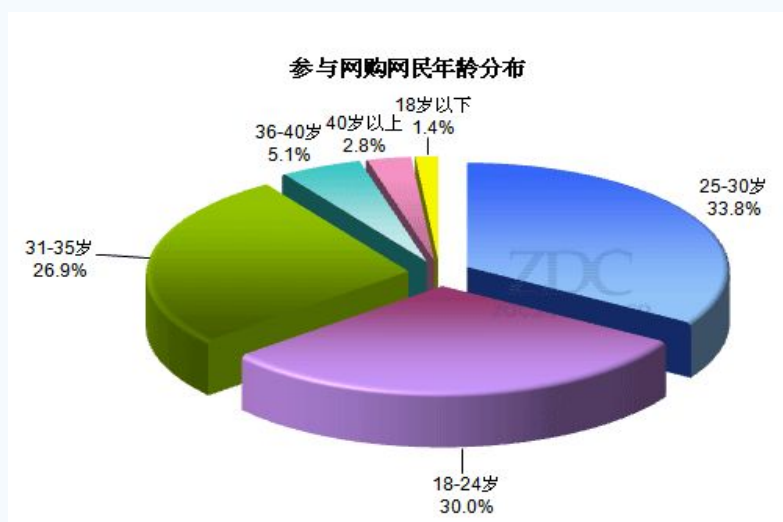
18.

1-18

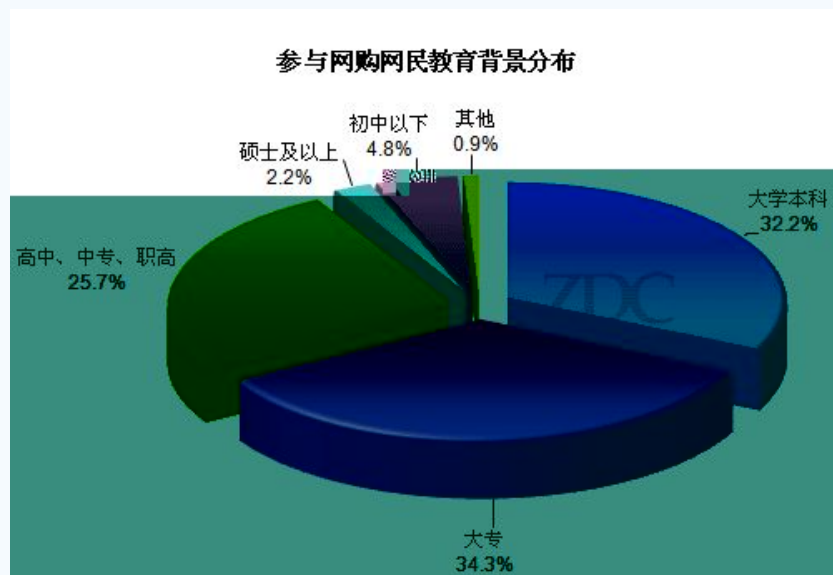
1



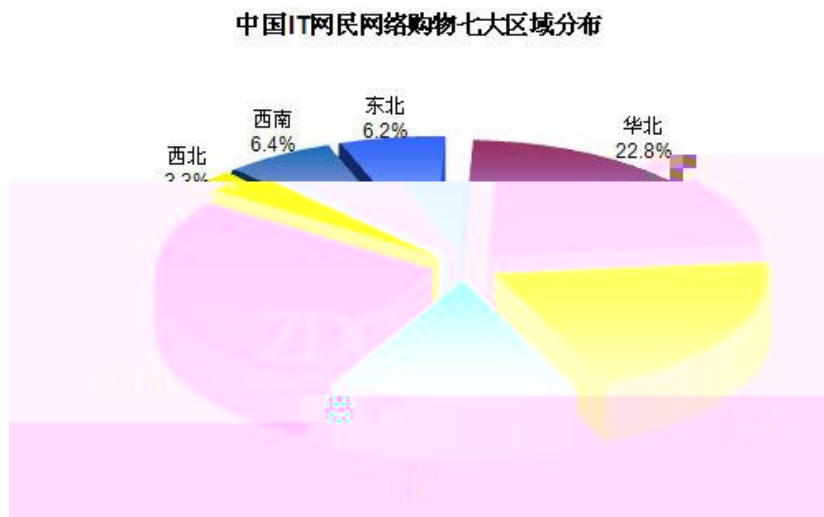
1

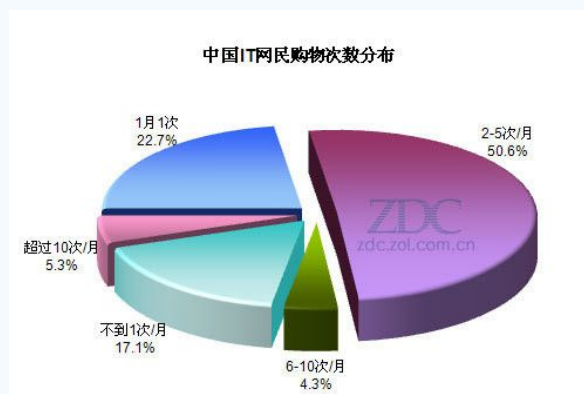
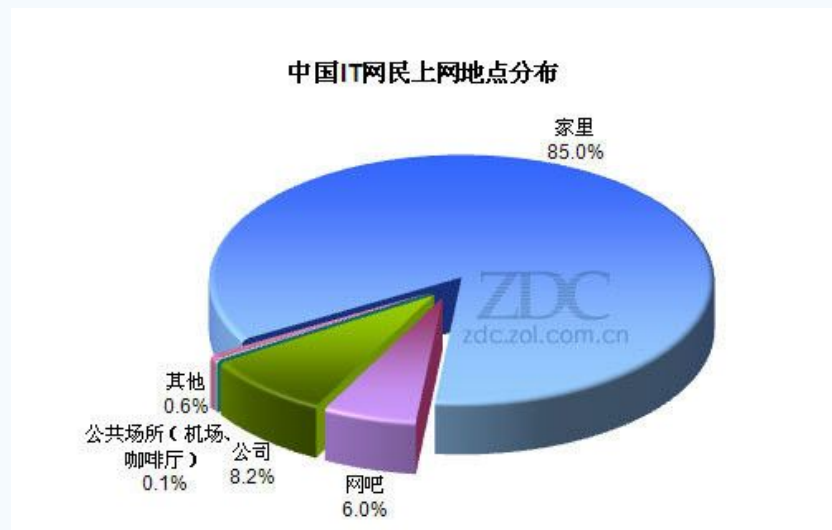
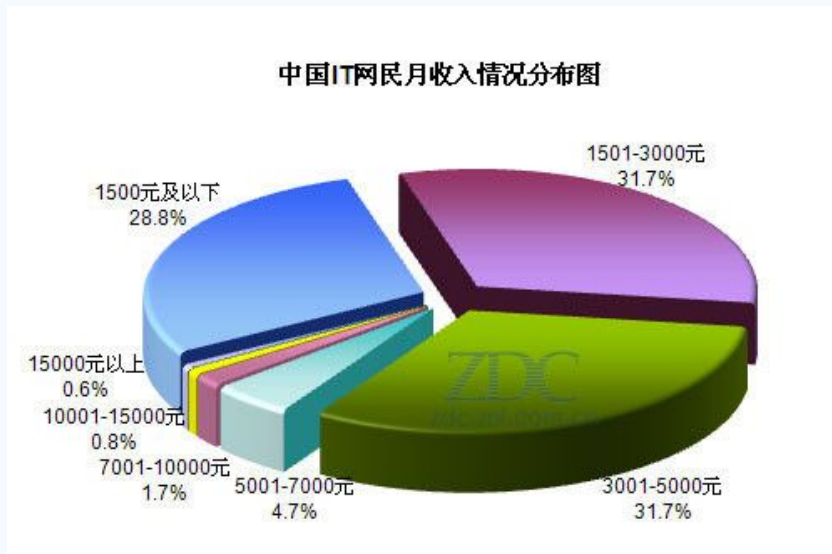


2

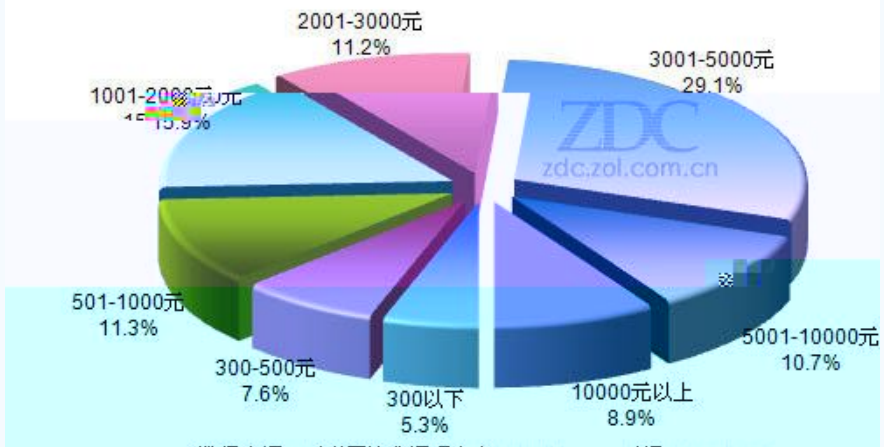


3



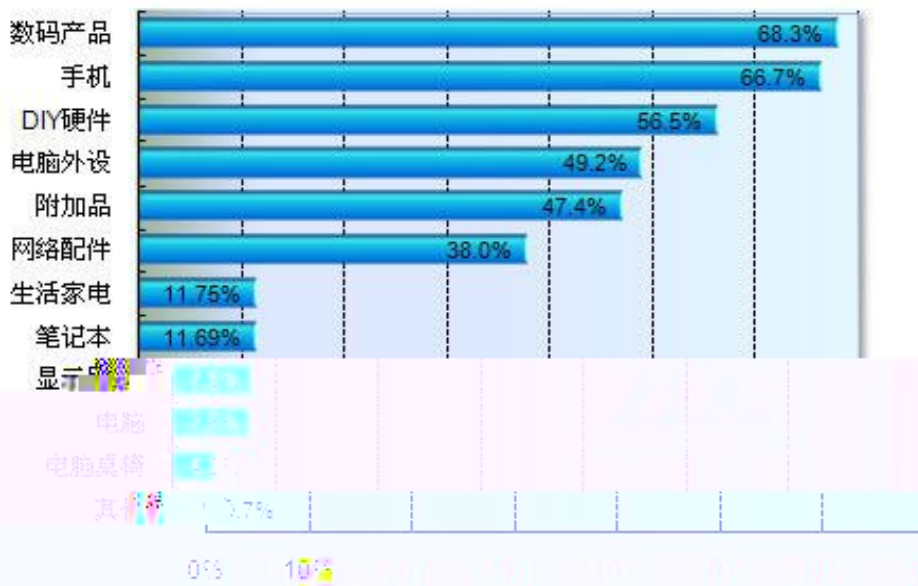


中国IT网民网络购物时IT产品购物金额分布图



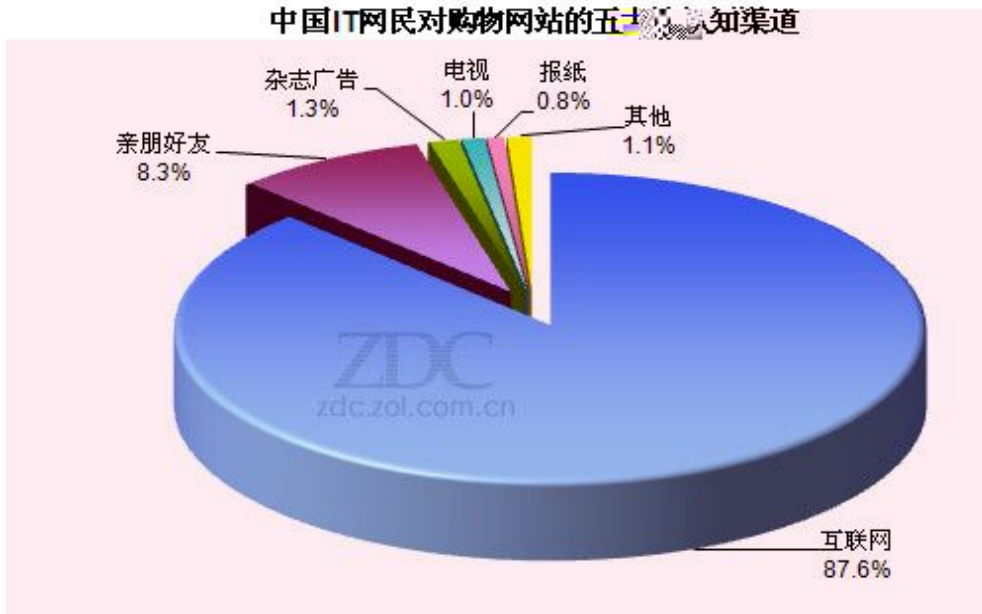
8 IT IT

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

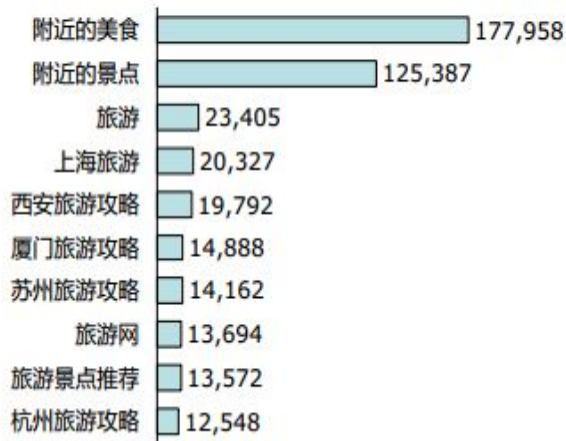
20		20			
			14-15	18-20 12-13	16-17 12
					0
80		8			
		10			
		8			3 5
		7		3	4
		12	2	2	4
					2
		20	4	4	6
				4	
		10			5
			5		3
	5				
		100			
					1500 50 1

19. 1-19 " "

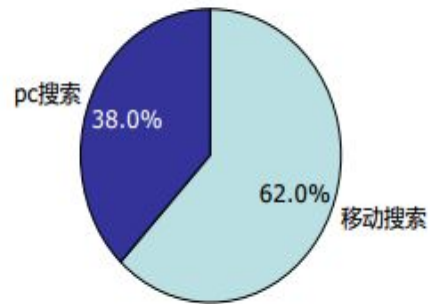
1

" "

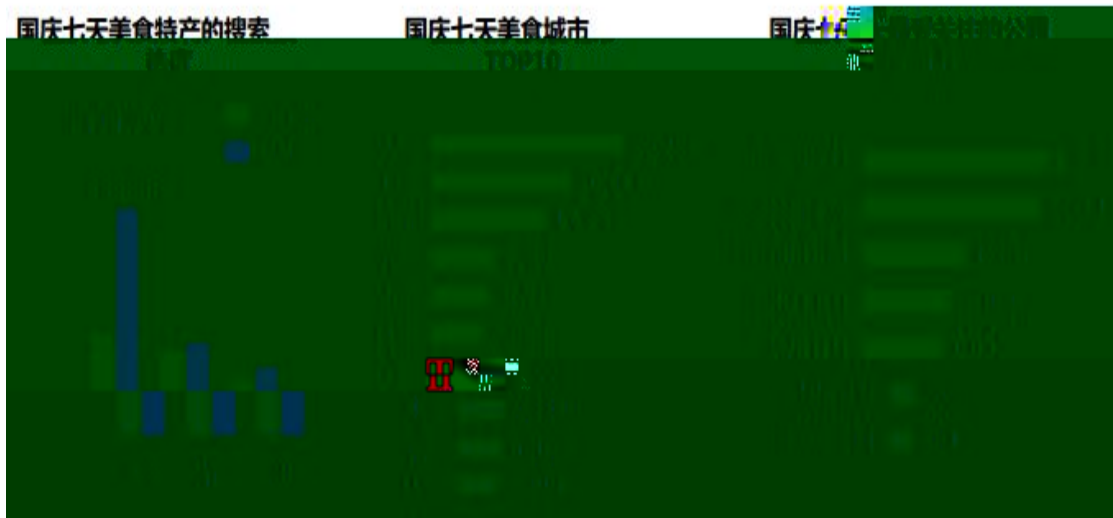
国庆七天旅游行业通用词(TOP10)



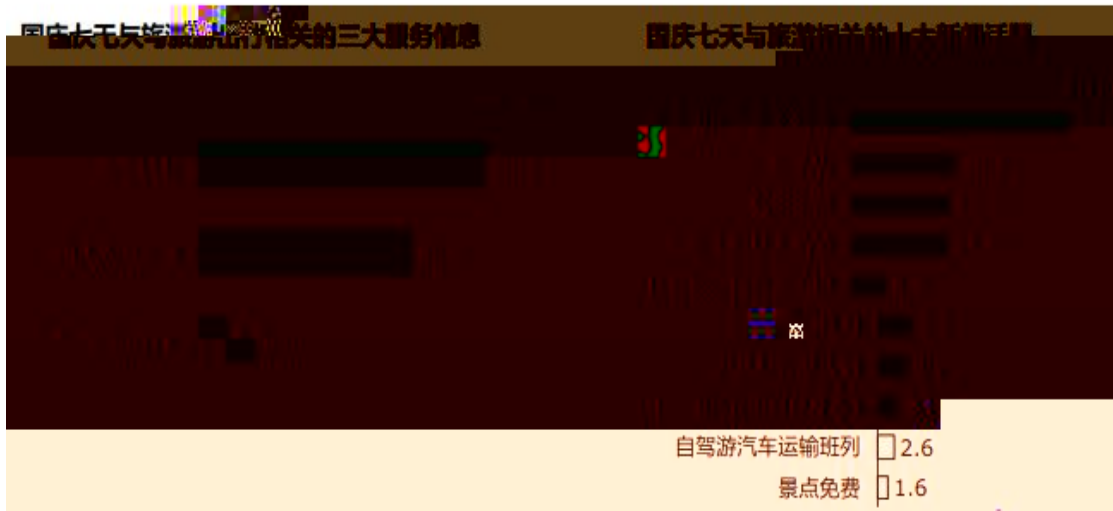
国庆七天不同搜索终端份额对比



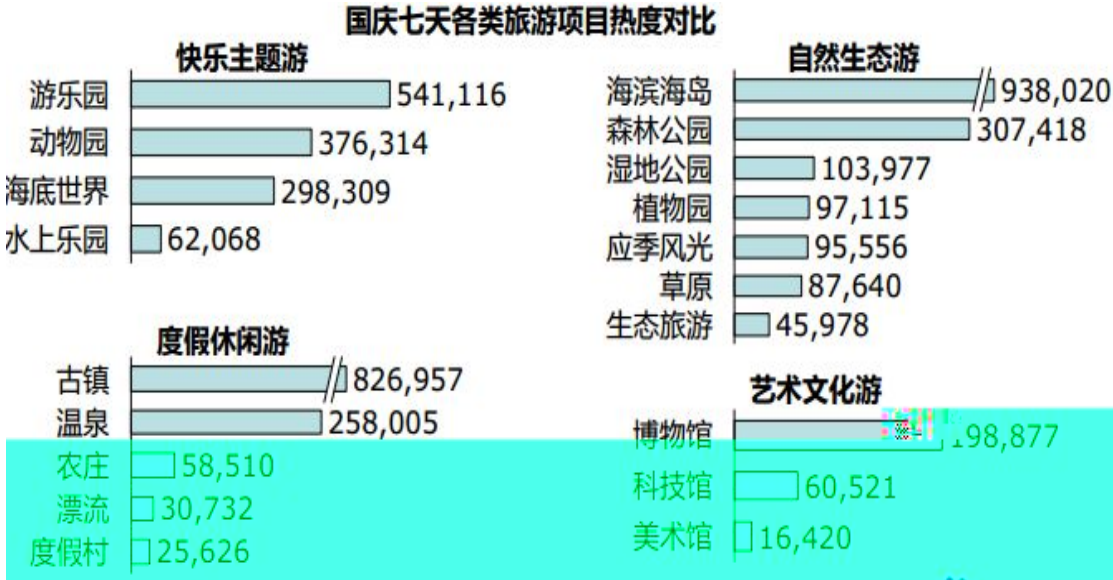
1



2

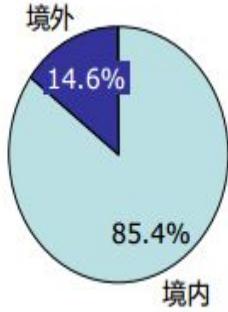


3

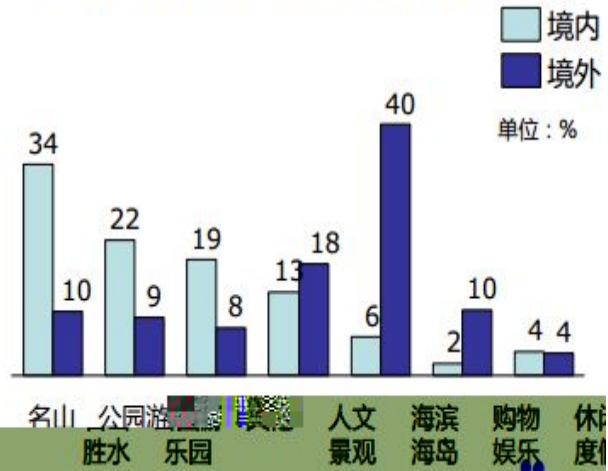


4

国庆七天境内外目的地搜索份额对比

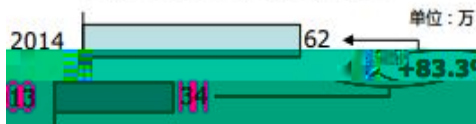


国庆七天网民关注的境内外景点类别

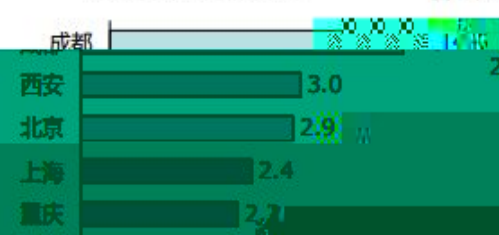


5

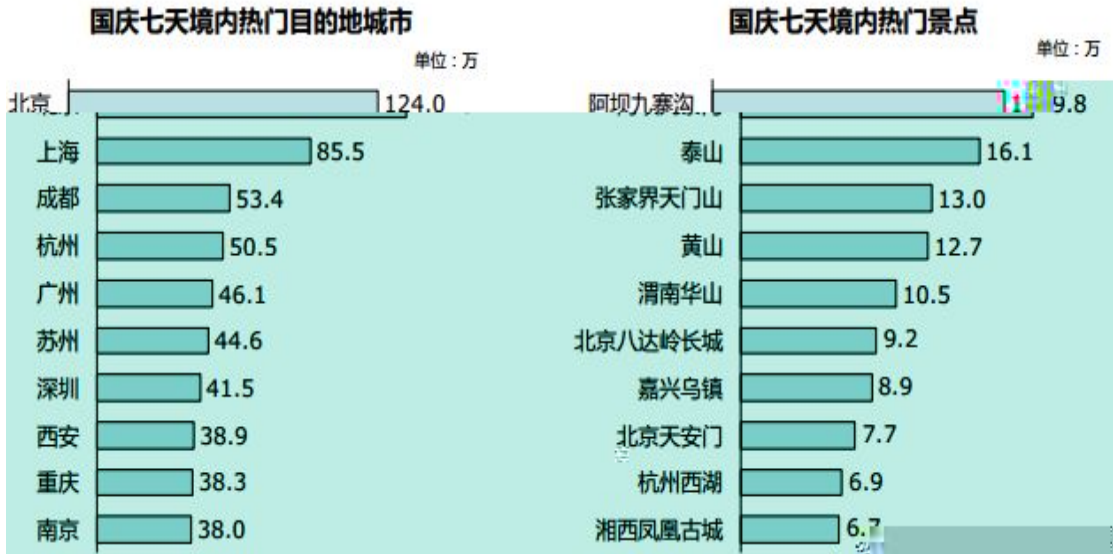
国庆七天周边游热度及同比



国庆七天周边游城市TOP10



6



7

“ ”

1

2

3 1500

2

	70	30
	2	

3

180

4

20

20

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

8

10

Tf 0

80

1500

50

1

				5	3	2	
			5				
			100				

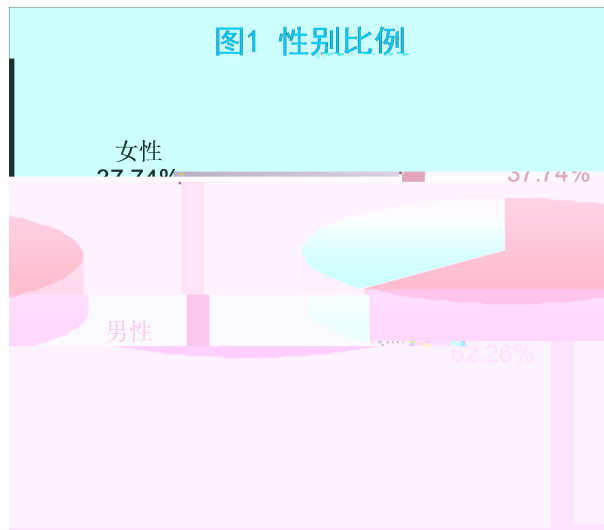
20.

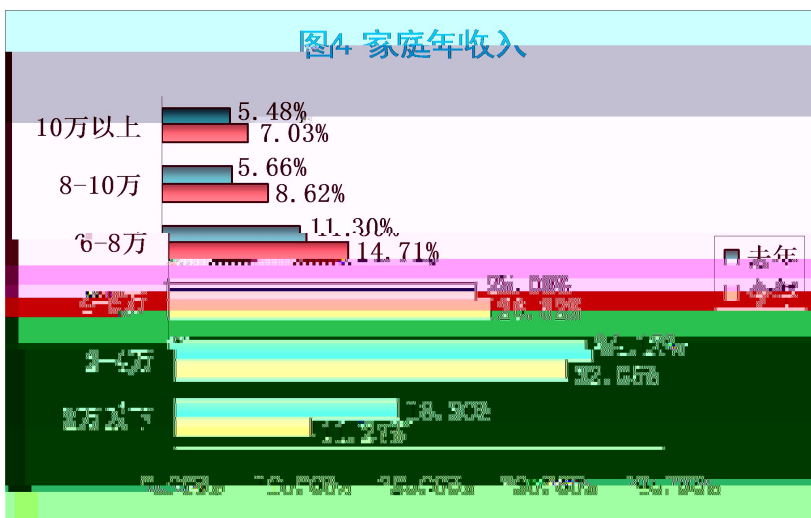
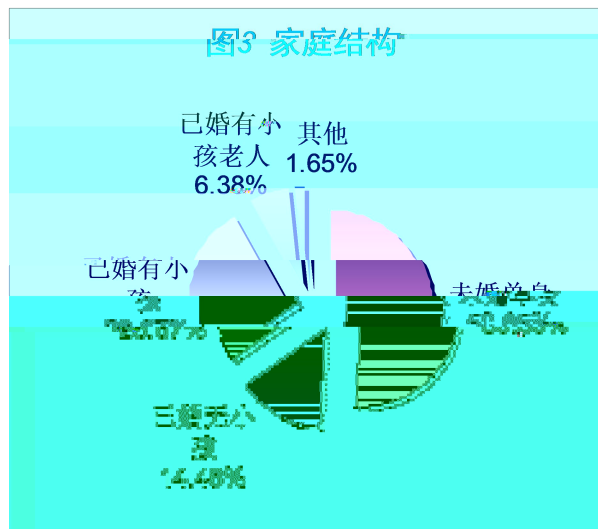
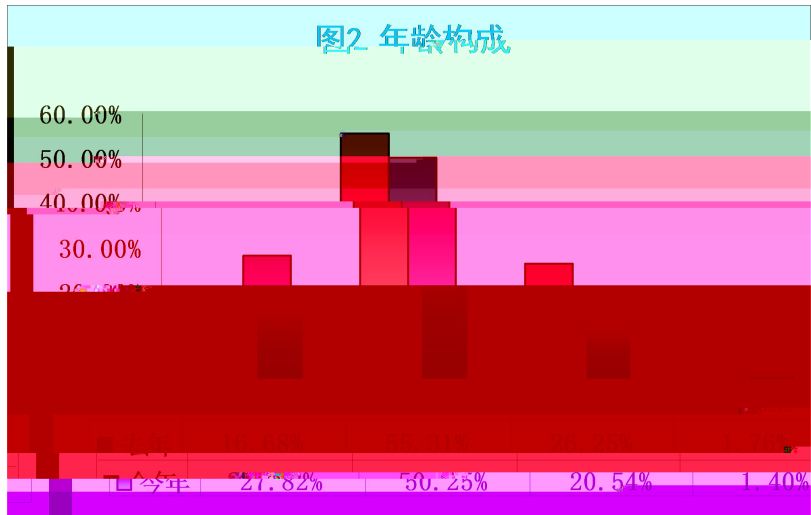
1-20

1

71.36% 6337 10000 7136 88.80%

:





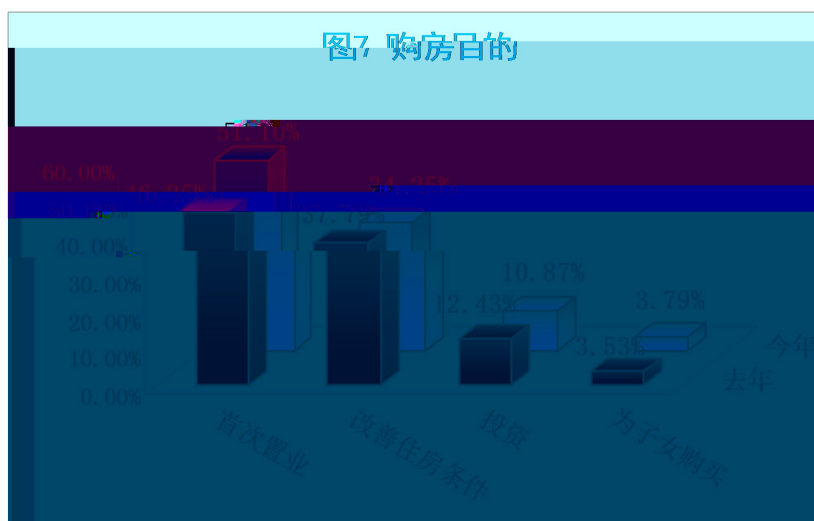
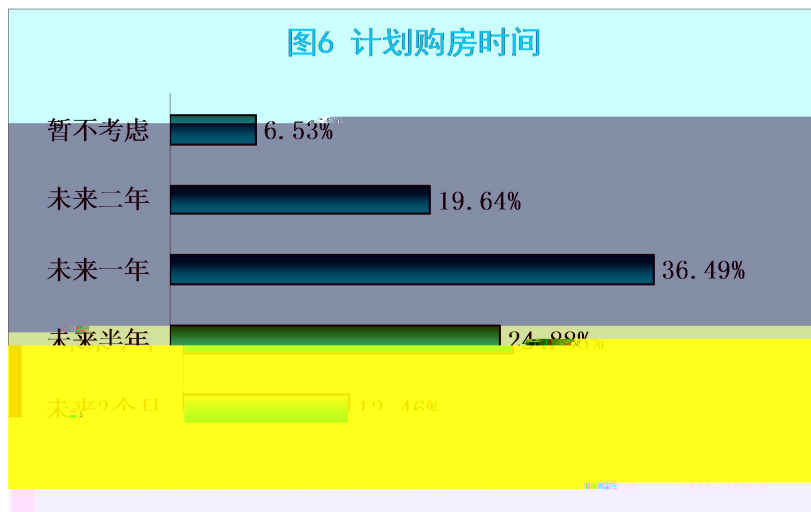
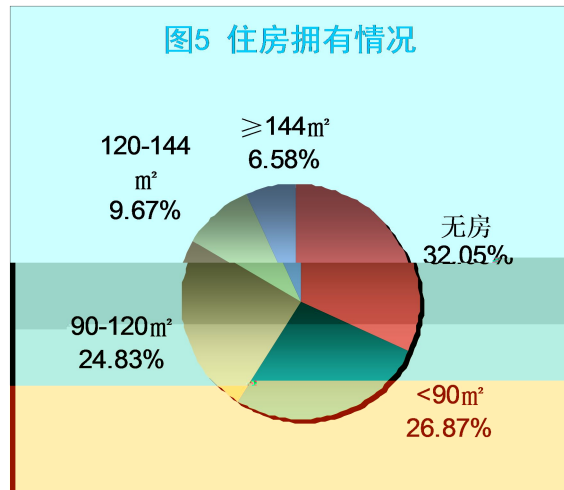


图8 不同年龄层购房目的

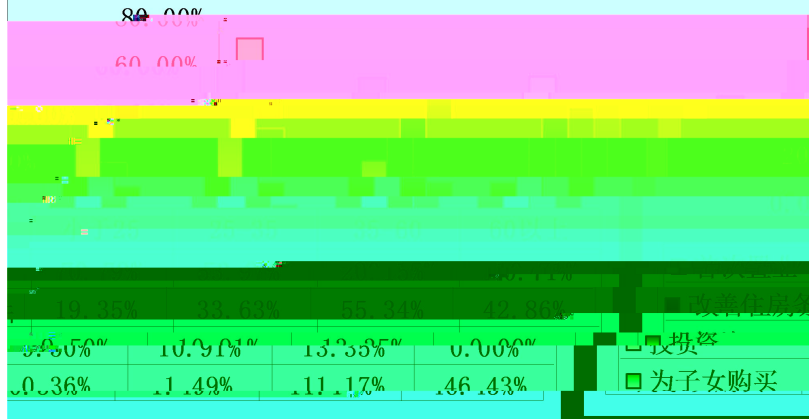


图9 购房类型

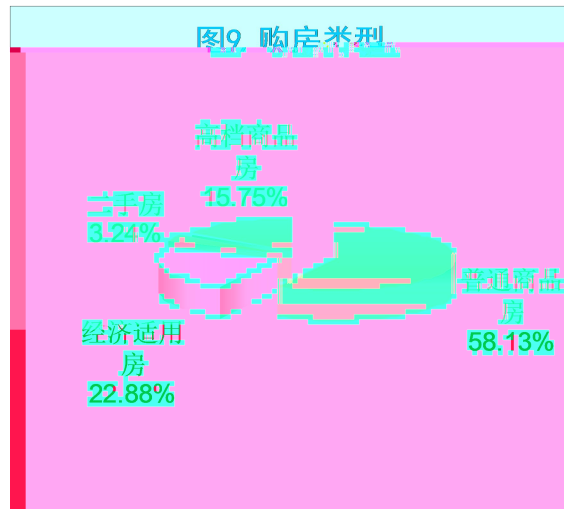


图10 区域选择



图11 户型选择

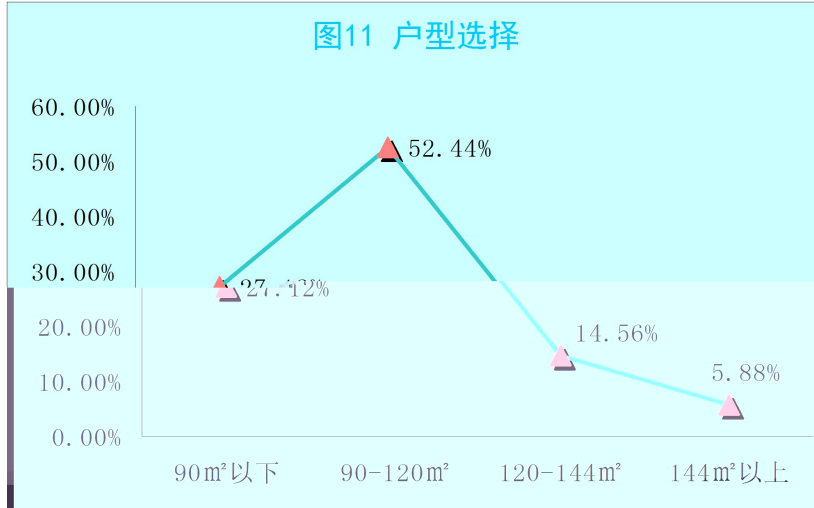


图12 建筑类型选择

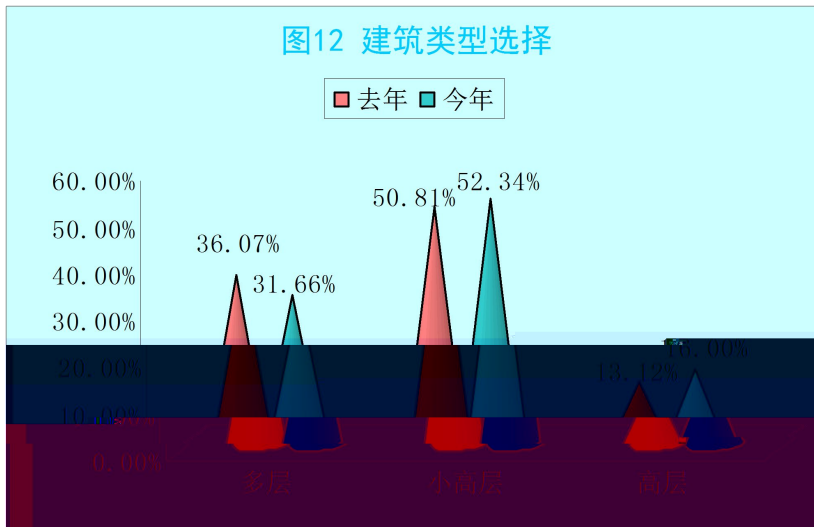


图14 关注因素

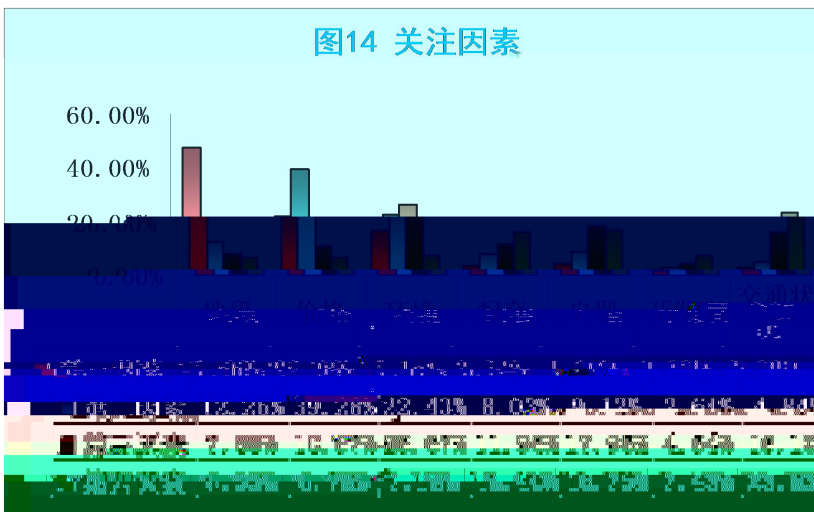
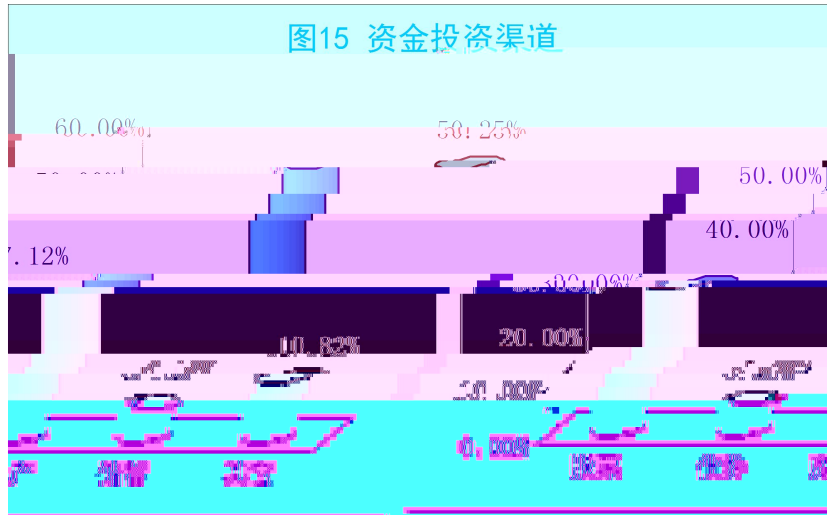


图15 资金投资渠道



1

2

3 1500

2

	70	30
	2	

3

180

4

--	--	--	--

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

1. 2-1,
1

1958 7

40 *10

¥13 9

-

180

2

	70		5	
	5			
			2	
	2 ¹	2	1	

3

60

55

5

4

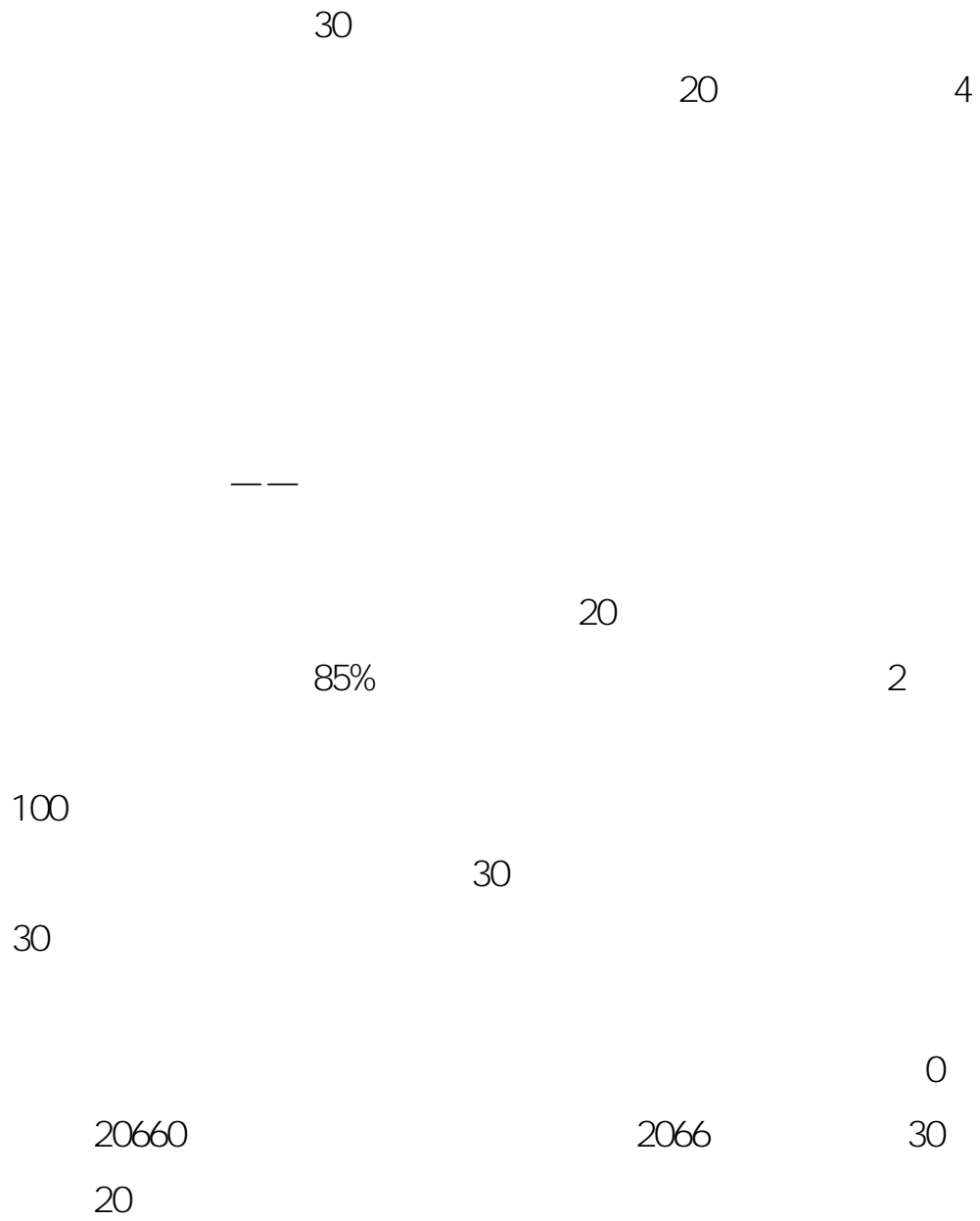
20	10	5-6	3-4	9-10	7-8
	10				3
		3	7-8	5-6	3-4
	2				9-10
					0

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			
		5			
		2	,		
		3	()		
		5	,		
10	2				
	3				
	2	,			
	3	5 1-2			
		100			

2

2-2,

1



2

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

--	--	--	--	--	--	--

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		2			
				3			3		
				2					
			5			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		

4. 2-4,

2

		70		5
		5		
				2
	2	1	2	1

3

60

55

5

4

20	10		9-10	7-8
		5-6	3-4	3
20	10		7-8	9-10
		3	5-6	3-4
40	2			
	3			
	3			
	3			
	2			
	2			
	5			
	20		5	
	10		2	
		3	3	
				500
				50
				1

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

5. 2-5,
1

—

1993

500

¥12.50

2000

¥38

2

	70	5		
	5			
			2	
	2 ¹	2	1	

3

60

55

5

4

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 3 2 5 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		

6. 2-6,

1

" "

" " " "

30%

480

¥6.80

1290 , ¥21.80

2

	70		5	
	5			
	2			
	2 ¹			
	2	2	1	

3

60

55

5

4

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		

				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		,	,	,
					,	,
10	2					
	3					
	2			,		
	3		5 1-2			
			100			

7. 2-7,
1

1985

¥6.5

4

*12 (

2

		70		5			
		5					
					2		
	2	1	2	1			

3

60

55

5

4

--	--	--	--	--	--	--	--

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		3
				2					
			5			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	

8. 2-8,

1

()

1991

(

16

8 24.80

2

		70		5
		5		
				2
	2	1	2	1

3

60

55

5

4

20		10	5-6	3-4	9-10	3	7-8	
		10	3	7-8	5-6	3-4	9-10	0
40		2						500
		3						
		3						
		3						
		2						
		2						
		5						
		20	5					
		10	3		2	3	50	
				2			1	

			5	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				

9. 2-9,
1

1931

" "

" "

" "

75 15

2

		70		5	
		5			
				2	
	2	1	2	1	

3

60

55

5

4

--	--	--	--	--

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		3
				5	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		

10.
1 2-10,

1992 8

21 800

" "

13 114

2.5 65

47%

" "

125 *5 10.50 125

4.50

2

	70	5	
	5		
	2	1	2

3

60

55

5

4

20	10	5-6	3-4	9-10	3	7-8	
	10	3	7-8	5-6	3-4	9-10	0
40	2						500 50 1
	3						
	3						
	3						
	2						
	2						
	5						
	20			5			
	10			2			
		3			3		

				2		
				5	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			

11. 2-11,
1

40

110

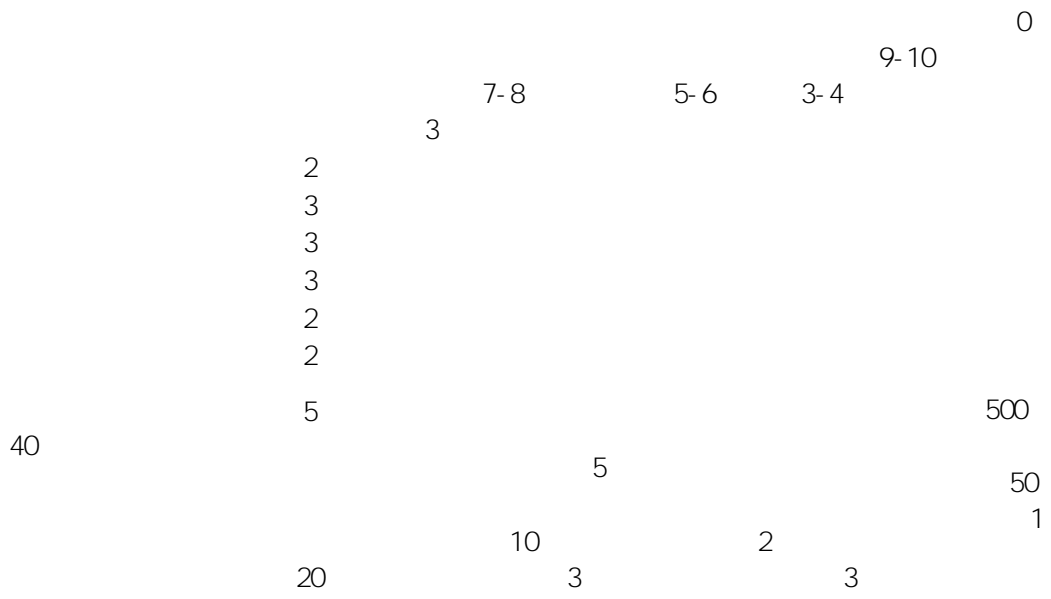
450 16.8

2

70

5

5



12. 2-12,
1

1999

"

"

"

"

3*115 13.5

2

	70	5	
	5		
	2 ¹	2	1

3

60

55

5

4

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 3 2 5 2 3	
5	1		
	2		

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

13. 2-13,
1

1995

10.5

12 15

2

		70		5	
		5			
				2	
	2	1	2	1	

			3	7-8	5-6	3-4	9-10		
40		2						500 50 1	
		3							
		3							
		3							
		2							
		2							
		5							
		20	5						
		20	10	3	2	3			
		20	5	3	2	2			
40	5	1							
		2							
		1							
		1							
	25	2							
		3	()						
		3							
		2							
		5							
		2							
10	3								
	3	5							
		100							

14. 2-14,

1

			"			"
	3000					
	15	"	"		300	" "
		1000			10000	
2012						
	1.58		100	"		"
2013						
			50	58		

2

	70	5	
	5		
	2	1	2

3

60

55

5

4

20	10	5-6	3-4	9-10	3	7-8	
	10	3	7-8	5-6	3-4	9-10	0
40	2						500 50 1
	3						
	3						
	3						
	2						
	2						
	5						
	20			5			
	10			2			
		3			3		

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

H W I M 20

980

6 +128

4

4899

10

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

20

10

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

2

3

3

3

2

2

40

5

500

5

10 2 50

20

3 2 3 1

5 2

1

2

5

1

1

2

3

3

3

40

2

25

5

2

3

3

5

3

5

()

()

()

()

	10	2		
		3		
		2		
		3	5 1-2	
		100		

16. 2-16,
1

10

1999

2

--	--	--

25	2	
	3	()
	3	
	2	
	5	
	2	' ,
	3	' ()
	5	' ,
	2	
10	3	5 1-2
	2	
	3	
	2	'
		100

17. 2-17,
1

5000

5000- 3000

3000

5000 3000 2000

2

	70		5	
	5			
	2	2	1	2

3

60

55

5

4

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

			3		
40		2		500 50 1	
		3			
		3			
		3			
		2			
		2			
		5			
		20	5		
	10		2		3
	3		2		
	5	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			

18. 2-18,

1

1998

5000

"

"

6

248 ,

13.5

2

	70	5
	5	

	1		2	
2		2	1	

3

60

55

5

4

20	10		5-6	3-4	9-10	3	7-8	
	10		3	7-8	5-6	3-4	9-10	0
40	2							500
	3							
	3							
	3							
	2							
	2							
	5							
	20		5					
		10	3		2		3	1
			2					
		5			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		

19. 2-19,

1

10

"

"

∞

1000

100%

100%

68

205 , 6 12*205 ,

4

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

	5			
	2			
	3		()	
	5			
	2			
	3			
10	2			
	3	5		
		1-2		
	100			

2

		70		5			
		5					
					2		
	2	1					
	2		2		1		

3

60

55

5

4

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

			3	7-8	5-6	3-4	9-10	0	
40		2						500 50 1	
		3							
		3							
		3							
		2							
		2							
		5							
		20							
40	5	1							
		2							
		1							
		1							
	25	2							
		3			()				
		3							
		2							
		5							
		2				,	,		
		3			,	()	()		
		5				,	,		
10	2								
	3								
	2					,			
	3			5 1-2					
		100							

1. 3-1

1

()

	OSSI NO	I KO	I KO
0			
	1500		25
	148		5 8
		10	
		2000	200
350	3000		
60			
	60		16
13		2000	

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

T

1

2

3

4

5

6

7

8

2

15

15

1

1
2
3
4
5
6
7
8

1

3

90

60

30

4

	20	20	14-15	18-20 12-13	16-17 12	0	
40		5		2	2	500 50 1	
		5		2			3
		5	3	2			
		5			2 3		
		5		2 1			2
		15	5 5				
40		5	3			2	
		5		2		2	
		10	5	1			
			3		2		

		10	4	4	2	
		10			3	
			2	5		
		100				

2

3-2

1

0

OSSI NO

I KO

I KO

" "

4000

60

40

30

40

5

1

2

1

2

3 1
4 2 30
5

2 1

25

1 3

1

T

1
2
3
4
5
6
7
8
2 15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

--	--	--

	40	
	1	15
	3	1

3

90

60

30

4

	20	20	14-15	18-20 12-13	16-17 12	0
40		5		2	2	1
		5		2		3
		5	3	2		
		5			2 3	
		5			2 1	2
		15	5 5			
			5			500
		5	3		2	50 1
					2	
		5		2		
			1			

40		10	5	
			3	2
		10	4	4 2
		10		3
		10	2	5
		100		

3. 3-3

1

--

—

"

"

"

" "

"

"

" "

"

10%

60

40

30

40

5

1

2

1

2

3

1

4 2 30
5

2 1

1 3 25

T 1

1
2
3
4
5
6
7
8
2 15

15 1

1
 2
 3
 4
 5
 6
 7 1
 8
 9
 3 2 2 30

4 5

1
 2
 3
 4
 5
 2

	40	
	1	15

	3	1	
--	---	---	--

3

90

60

30

4

	20	20	14-15	18-20 12-13	16-17 12	0
40		5		2	2	1
		5		2		3
		5	3	2		
		5			2	3
		5		2		2
		5		1		
40		15	5	5		5
			5			1
				5		
40		5	3			2
						2
		5		2		
40			1			
		10		5		
			3			2

		10	4	4	2	
		10				3
			2	5		
		100				

4. 3-4 ()
1

1

2200

35 ()

2 300

1 50

20

3

50

300

20

()

4

()

()

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

T

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5
 6
 7 1
 8
 9
 3 2 2 30

4 5

1
 2
 3
 4
 5

2

	40	
	1 15	
	3 1	

3

90

60

30

4

5.

3-5

1

5

60

40
30
40
5
1 2

1
2
3 1

1									
2									
3									
4									
5									
6									
7									
8									
2		15							
		15				1			
1									
2									
3									
4									
5									
6									
7								1	
8									
9									
3		2							
			2						
				30					

4

5

1

2

3

4

5

2

	40		
	1	15	
	3	1	

3

90

60

30

4

	20	20				
			14-15	18-20 12-13	16-17 12	0
		5		2	2	1

40	5	2	3	500 50 1
	5	3	2	
	5	5	2 3	
	5	2	2 1	
	15	5	5	
40	5	3	2	
	5	1	2	
	10	5	2	
	10	4	4 2	
	10	2	5	
	100			

6. 3-6

1

S
SQ

80%

SQ

2018 SQ

2019

SQ

S

S

SQ

10

2019 9

2019 6

2

S

40

S

2

SQ

SQ

7

SQ

S

450

8

S

SQ

"

"

SQ

S

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

T

1

2

3

4

5

6

7

8

2

15

15

1

1
 2
 3
 4
 5
 6
 7 1
 8
 9
 3 2 2 30

4 5

1
 2
 3
 4
 5
 2

	40	
	1 15	
	3 1	

3

90

60

30

4

	20	20	14-15	18-20 12-13	16-17 12	0
40		5		2	2	1
		5		2		3
		5	3	2		
		5			2 3	
		5		2 1		2
		15	5 5			
40		5	3			2
		5		2		2
		10	5	1		
			3		2	

		10	4	4	2	
		10				3
			2	5		
		100				

7. 3-7
1

1		4.00	8.8	4.3	
2		4.00	7.8	3.2	
3		4.00	12.8	6.8	
4		4.00	8.8	4.8	
5		4.00	8.8	4.8	

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

T

1

2

3

4

5

1
2
3
4
5

2

	40	
	1	15
	3	1

3

90

60

30

4

20

20

2

5
5
15
5
5
5
3
2
3
2
2

40

1986

500

" " " "

700

150

8000

1.6

4000

60

40
30
40
5
1 2

1
2
3 1
4 2 30
5

2 1

25
1 3

1
T

1				
2				
3				
4				
5				
6				
7				
8				
2	15			
	15	1		
1				
2				
3				
4				
5				
6				
7				1
8				
9				
3	2			
		2	30	

4

5

1

2

3

4

5

2

	40		
	1	15	
	3	1	

3

90

60

30

4

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

40		5	2	2	1	500 50 1	
		5	2		3		
		5	3	2			
		5		2	3		
		5		2			2
		15	5	5			
40		5	3		2		
		5			2		
		10		2	1		
		10		5			
		10	3				2
		10	4		4		2
	10				3		
		10		2	5		
		100					

9.

3-9

1

()

80

95

5

500

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

T

1					
2					
3					
4					
5					
6					
7					
8					
2	15				
		15	1		
1					
2					
3					
4					
5					
6					
7					1
8					
9					
3	2				
		2	30		

4

5

1

2

3

4

5

2

	40	
	1	15
	3	1

3

90

60

30

4

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

40		5	2	2	1	500 50 1	
		5	2		3		
		5	3	2			
		5		2	3		
		5		2			2
		15	5	5			
40		5	3		2		
		5			2		
		10		2	1		
		10		5			
		10	3				2
		10	4		4		2
	10				3		
		10		2	5		
		100					

10.

3-10

1

		"		"	1650	2004	2	"
	"							
2006	9	"	"		"		"	2008
6								
	2009					15.48		
12.57		7			3			1
		12			3			
							3	
	2							
1								
							20	
								1

400 300 5000 10 6 250
40000 50 600 3000

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

T

1

2

3

1
2
3
4
5

2

		40	
		1	15
	3		1

3

90

60

30

4

	20	20			0
			14-15	18-20 12-13	16-17 12
		5		2	1
		5		2	3
40		5	3	2	50 1
					500

5
5
15
5
5
5
3
2
3
2
2

40

2019

2019 1 -12

43.3% 45.7% 15.9%

2019

32.9%

ISO22000

"

"

2

"

"

"

" _ _ _

20

10

20

1500

2

	70	30
	2	

3

150

4

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

		5	3	2	
		5	3		2
		5		3	2
		5	2		3
		14	2		4
					8
			2		6
		5	3	2	
		10			5
					5
		3	2		1
		2		1	
			1		
		5			
		100			

2

4-2

1

2019 692
70000 2019 415 2020
1000 " "
1995
20

" H - " S - "
300

" "

20

50

1500

2

	70	30
	2	

3

150

4

--	--	--	--

20

20

3

16-17
12

14-15

18-20
12-13

0

80

1500

50

1

3.	4-3				
1					
			2000	5	
	---			1.4	
3.8		"			
"					88.8
					2009
	2014	8			
		2014	12		--
"		"		2015	4 40
				2015	9
		"		"	
			2016		
		2016	9	9	-12
	2016				
2017	8			520	2018
10	2017				520
2019					
					20
					30

1500

2

	70	30
	2	

3

150

4

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

		5	2	3	
		14	2	4	8 6
		5	2 3		
		10		5	5
		3	2	1	
		2	1 1		
		5			
		100			

4.

4-4

1

1986

" "

20

20

1500

2

	70	30
	2	

3

150

4

20	20		

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

5. 4-5 " "

1

—

—

1200

"

"

"

"

"

"

"

"

"

"

"

"

20

“

		5	3	2
		5	2	3
		5	2	3
		14	2	4
			2	8
		5	2	6
			3	
		10		5
				5
		3	2	1
		2	1	
			1	
		5		
		100		

6. 4-6
1

1968

"

"

"

"

2015 1 8

"

"

2016 7 20

221.73

500

481

2017 5 25 2017 2000
 335 2018 7 19
 323 2019 7 22
 312

20 9
 "

" 30
 20 9

1500

2

	70	30
	2	

3

150

4

20	20		

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

7. 4-7

1

M

1989

1995

"

"

"

"

"

M "

20

"

"

50

20

"

"

1500

2

	70	30
	2	

3

150

4

20

20

8. 4-8

1

2019 4 12

4

"

		5	3	2
		5	3	2
		5	2	3
		14	2	4
			2	8
		5	3	2
		10		5
		3	2	1
		2	1	1
		5		
		100		

9. 4-9

1

1999

8

10

2017 12

38 1 922
 2017 7 12 2017 " 20 "
 9
 10 2019 2019
 790 14.6% 41
 34.9% HT
 20
 30
 1500

2

	70	30
	2	

3

150

4

--	--	--	--

20

20

16-17
12

14-15

18-20
12-13

0

3

3

3

3

5

4

5

5

5

5

14

2

1

4

2

3

3

2

3

2

3

2

1500

50

1

80

2

	70	30
	2	

3

150

4

20

20

		5	2 3	
		10	5 5	
		3	2 1	
		2	1 1	
		5		
		100		

11. 4-11 SK

1

SK

, " "

SK

SK

SK 100

500

I

114

SK

SK

SK

2018

07

SK

1

SK

2

OK

3 3

360

4 304

NT +-0.1

5 " " 3

" "

6 150

7 15

599

20

80

20

1500

2

	70 30	
	,	
	2	

3

150

4

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

12

4-12

1

2014

25

2014 5 "

" 2015 12 " 2015 1 " 2016

3 " 2015 " 2018

" 2018 TO " 2019

" 2018 "

25- 35

--

" "

90%

48%

59%

63%

90%

90%

1.

2.

3.

4.

5.

6.

	() ()	() ()

	() ()	() ()
	() ())	()

20

30

20

1500

2

	70	30
	,	
	2	

3

150

4

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

13. 4-13

1

2001

500

2001 10

"

"

"

"

"

"

2002

2002

4

12

2003 7

2004

18 2

2008

8200

2009 1

2000

32

2009 4

2001

15

600

10

10

5

37

1.8

2019 10

700

" +"

20

10

20

1500

2

	70	30
	,	
	2	

3

150

4

--	--	--	--

20

20

14-15

18-20
12-13

16-17
12

0

5

5

8
0

1500
50
1

"

"

"

"

2019

120

20

"

"

1500

150

4

20

20

					"	"
	"	"				
TOSOT						
TOSOT						
2012				1001.10		
		2020	4	30		2019
		2019			1981.53	
0.02%					246.97	
5.75%						
			"	"		
160						
	14.7%					"
"		2019				
	1		36.83%			20
		12		60%		
2019				20.6%		
						9
	7					
20	400	12700				
				15600		
	5000					
290		1				

"

"

20

1500

2

	70	30
	,	
	2	

3

150

4

20	20			
		14-15	18-20 12-13	16-17 12
	5			0

8 0		5		1500 50 1	
		5			
		6	2		4
		5	2 3		
		5	2		3
		5			
		10			3
		12	5		3 2
		7	2		3
		5	1		2
		5			2 1
	5				
		100			

16. 4-16

1

() 20 70 90

" "

" 20 40 "

" "

	70	30	
		2	

3

150

4

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

17. 4-17
1

1999

1000

OSHA I S9001 2008 " S M
" " " "

" " " "

"

"

"

"

"

"

"

"

"

17

17

() ()
() () ()

()

“ ”

17

20

6

20

" "

1500

2

	70	30
	,	
	2	

3

150

4

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

		12	5	3	2
		7		2	3
		5	1	2	2
		5		2	2 1
		5			
		100			

18. 4-18 " "

1

1994

2

1500

"

"

"

"

"

"

"

"

"

"

S ON

S

S

20

"

"

1500

2

3

150

8 0		5		1500 50 1	
		5			
		6	2		4
		5	2 3		
		5	2		3
		5			
		10	3		3
		12	5 3		2
		7	2		3
		5	1 2		2
		5	2		2 1
	5				
		100			

19.

4-19

1

"

"

K-228

11

K-258

9

20 ()

1500

2

	70	30
	,	
	2	

3

150

4

--	--	--	--

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

20.

4-20 NO O

" "

1

NO O

1500

2

	70	30
	,	
	2	

3

150

4

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

			12	5	3		2
			7		2		3
			5	1	2		2
			5			2	1
			5				
			100				

1. 5-1 10

1

0 0

0 0

"

"

2

0 0

"

"

0 0

0 0

0 0 4

10

10

855

10

618

0 0

10

10

1.

2. |

3. 4800

4.

6 +128 : 3999

6 +256 : 4499

8 +256 : 4799

10

0 0

2000

2

	70	30
	2	

3

180

4

--	--	--	--

20

20

18-20
12-13

16-17
12

14-15

0

5

5

2

2

3

10

4

2

3

80

2000

50

1

2

5-2

1

2006

T

O

™

M

60

2019 1

" "

1.

2.

3.

2588

T

2019

2019 1

2000

2

	70	30
	2	

3

180

4

20

20

18-20
12-13

16-17
12

14-15

0

5

80

		3	
		10	4 3 2 1
		2	1 1
	SWOT	8	2 2 2 2
		5	
		5	3 2
		20	1 2 4 2 1 3 5*2=10 5
		5	4
		3	1 2
		5	
			100

3. 5-3

1

3

"

"

" " "

15

2000

" "

" "

:

" "

7928

"

"

" "

" " " " " "

" " " "

3.

" "

" " "

" " "

4.

2 8999

2 9999

2018

2000

2

	70	30
	2	

3

180

4

	20	20	18-20 12-13	16-17 12	14-15
					0
80		5			
		5			
		2			
		2			
		3			
		10	4	2	3
				1	
		2			1
					1
		SWOT	8	2	2
		5			
					2000 50 1

		5	3 2	
		20	1 2 3	4 1 5*2=10 5
		5	1	4
		3	1 2	
		5		
		100		

4. 5-4

1

1987

11

2018

300

"

"

1.

2.

3. 0

4.

45

200 * 12

2000

2

	70	30
	2	

3

180

4

	20	20	18-20 12-13	16-17 12
			14-15	0
80		5		2000
		5		
		2		

		2		50 1
		3		
	10	4	3 2 1	
	2		1 1	
SWOT	8	2	2 2 2	
	5			
	5		3 2	
	20	1 2 2 3	4 1 5*2=10 5	
	5		4 1	
	3		1 2	
	5			
		100		

5.

5-5

1

"

"

3

1.

2.

3.

4.

5.

6680

2000

2

	70	30
	2	

3

180

4

20

2

		5	
		5	3 2
	20	1 2 3	4 1 5*2=10 5
	5		4 1
	3		1 2
	5		
			100

6.

5-6

I H

1

2010 3 3

"

"

I H

I H I

I H
H

I H

I H

2450

1. I H I H

1. 2 +105

2

3.

69

4. 4 3 1. 6

1. 6 : 199

3 : 379

4 : 509

I H

2000

2



	70	30	
	2		

3

180

4

	20	20	18-20 12-13	16-17 12	14-15	0
80		5				2000 50 1
		5				
		2				
		2				
		3				
		10	4	2 1	3	
		2			1 1	
	SVOT	8	2	2 2	2	
		5				
		5		3 2		
		20	1 2		4	
			2			

				3	1	
					5*2=10	
					5	
			5		4	
				1		
			3		1	
				2		
			5			
					100	

7. 5-7

1

2014 ,

2018

1.

2.

3.

2000

2

	70	30
	2	

3

180

4

	20	20	18-20 12-13	16-17 12	14-15	0	
80		5				2000 50 1	
		5					
		2					
		2					
		3					
		10	4	2	3		
		2		1	1		1
	SWOT	8	2	2	2		2
		5					
		5		3			
		20	1	2			

			2			
			2		4	
			3			1
					5*2=10	
				5		
		5			4	
			1			
		3		1		
			2			
		5				
					100	

8.

5-8

1

10

60

3

97

60

40

80

2018

18

--

- 1.
- 100%
- 2.
- 3.
- 4.

2000

2

	70	30
	2	

3

180

4

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

		12-13	12		
80		5		2000 50 1	
		5			
		2			
		2			
		3			
		10	4		2 3 1
		2			1 1
	SVOT	8	2		2 2
		5			
		5			3 2
		20	1		2 4 2 1 3
		5			5*2=10 5
		5			4
		3			1 2
		5			
	100				

9. 5-9 K

1

25

2018

K1

3

" " K ——K1 K K

K

K

1. K1

K1

K1

65

2 K

1 K1 12% 22%

3. K

K1

K1 : 2599

K : 1899

K : 1999

2000

2

	70	30
	2	

3

180

4

20	20		

	18-20	16-17	14-15	0
	12-13	12		
5				
5				

80

2000
50
1

1,000

2018

—

" "

" "

1.

11

13

2.

3.

4.

5.

2550

2850

3350

2000

2

	70	30
	2	

3

180

4

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

9.0 MI 110
 9 4800
 " " 5
 2.0
 9 6.39 M0
 855 12 +256
 3300 27W 7.5W 15W
 20W
 9 4800 +1200 +1600 1200
 2 1600
 7 + 1.47
 9 99 9 960
 9 | |
 4 9
 9
 2.0
 S
 855 7
 2.84 H 640 36
 9 25 50.2
 9

2000

2

	70	30
	2	

3

180

4

	20	20	18-20 12-13	16-17 12	14-15	0
80		5				2000 50 1
		5				
		2				
		2				
		3				
		10	4	2 1	3	
		2			1 1	
	SVOT	8	2	2 2	2	

		5	
		5	3 2
	20	1 2	4 2 1 3
		5*2=10 5	
	5	1	4
	3		1 2
	5		
	100		

12 5-12

1

2 24 2019 (MW)

M H W I M

MW H W I M

H W I M

1. 33K 14. 6

3: 2 13. 9 3000

2000 100%

91% (S)

H W I M (W

) 7 8565 2 5

N I I M250

H W I M 13 H W I M

H S 3.0' "

HH W I M

(S S)

H W I M

T 3 4

40 4K

W 5.0

M

2000

2

	70 30	
	2	

3

180

4

20	20	

			18-20 12-13	16-17 12	14-15	0
80		5				2000 50 1
		5				
		2				
		2				
		3				
		10	4	2 1	3	
		2			1 1	
	SWOT	8	2	2 2	2	
		5				
		5		3 2		
		20	1 2 2 3		4 1	
		5			5*2=10 5	
		5		1	4	
		3		1 2		
	5					
	100					

13.

5-13

1

2

M

" " "

"

16-22



2000

2

	70	30
	2	

3

180

4

	20	20					
			18-20 12-13	16-17 12	14-15	0	
80		5				2000 50 1	
		5					
		2					
		2					
		3					
		10	4	2	3		
				1			
		2			1		1
	SWOT	8	2	2	2		2
		5					
		5		3	2		
	20		1		2		

				2	4	
				3		1
					5*2=10	
			5		5	4
			3	1		
				2	1	
			5			
			100			

14. 5-14

1

2018

"

"

4

"

"

10

HT

2018

2000

2

	70	30
	2	

3

180

4

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

				2	
				1	
	2				1
					1
SWOT	8		2	2	2
		2		2	
	5				
				3	
	5		2		
		1			
		2			
				4	
20	2				1
	3				
				5*2=10	
				5	
5				4	
	1				
3			1		
			2		
5					
100					

OT T5

S

S M

OT T5

OT T5

3

OT T5

2.0

OT T5

2.0

OT

			3	1 2	
			5		
			100		

16. 5-16

1

1984

1996

20

M

T

2012 7

11.95

7.74

79.1

"

"

"

"

2000

2

	70	30
	2	

3

180

4

	20	20	18-20 12-13	16-17 12	14-15	0
80		5				2000 50 1
		5				
		2				
		2				
		3				
		10	4	2 1	3	
		2			1 1	
	SWOT	8	2	2 2	2	
		5				

		5	3 2	
		20	1 2 2 3	4 1 5*2=10 5
		5	1	4
		3	1 2	
		5		
		100		

17. 5-17 " "

1

2016

600

"

"

" "

2000

2

	70	30
	2	

3

180

4

	20	20	18-20 12-13	16-17 12	14-15	0
80		5				2000 50 1
		5				
		2				
		2				
		3				
		10	4	2 1	3	
		2			1 1	
	SVOT	8	2	2 2	2	

	5		
	5	3 2	
	20	1 2 2 3	4 1 5*2=10 5
	5	1	4
	3	1 2	
	5		
	100		

18. 5-18

1

" " _ _ _

2002

15

" "

15

2009

7
2015

" " " " "

2019

2000

2

	70	30
	2	

3

180

4

--	--	--	--

20

20

18-20
12-13

16-17
12

14-15

0

5

5

2

80

2000

50

1

19. 5-19

1

20 80

1.5

1989

1991

3

4

"

" "

"

"

"

1992 8 21

800

"

"

2018

2000

2

	70	30

	2	

3

180

4

	20	20				
			18-20 12-13	16-17 12	14-15	0
80		5				2000 50 1
		5				
		2				
		2				
		3				
		10	4	2 1	3	
		2			1 1	
	SWOT	8	2	2 2	2	
		5				
		5		3 2		
		20	1 2 2 3		4 1	

				5*2=10	
				5	
		5	1	4	
		3	2	1	
		5			
		100			

20.

5- 20

1

2016

2018 5 29

2018

400—700

2000

2

	70	30
	2	

3

180

4

	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

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		
				较难	中等	较易
		1-4				
		1-5				
		1-6				
		1-7				
		1-8				

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
		1-9				
		1-10				
		1-11				
		1-12				
		1-13				

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
		1-14				
		1-15				
		1-16				
		1-17				
		1-18				

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

1-19 " "

1-20

2-1,

2-2,

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
		2-4,				
		2-5,				
		2-6,				
		2-7,				

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
		2-8,				
		2-9,				
		2-10,				
		2-11,				

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
		2-12,				
		2-13,				
		2-14,				
		2-15,				

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
		2-16,				
		2-17,				
		2-18,				
		2-19,				

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
		2-20,				
		3-1				
		3-2				
		3-3				

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
		3-4 ()				
		3-5				
		3-6				
		3-7				
		3-8				

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
		3-9				
		3-10				
		4-1,				
		4-2				
		4-3				

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

4-4

4-5 "

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
		4-9				
		4-10				
	4-11 SKG		SWOT			
			SWOT			
		4-12				
4-13		SWOT				

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
		4-14, " "	SVOT			
		4-15,	SVOT			
		4-16	SVOT			
		4-17	SVOT			

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
		4-18 " "	SWOT			
		4-19	SWOT			
		4-20 NO O "	SWOT			
		5-1 10				

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
		5-2 G				
		5-3				
		5-4				
		5-5				
		5-6				

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	
		5-7					
		5-8					
		5-9	K				
		5-10					
		5-11	9	SWOT			

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
		5-12	SVOT			
		5-13	SVOT			
		5-14	SVOT			
		5-15	SVOT			
		5-16	SVOT			

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
		5-17 " "	SVOT			
		5-18	SVOT			
		5-19	SVOT			
		5-20	SVOT			