

2015 新出答案 淘宝违规处罚考试节点考试 以下哪种情况 不违反商品价格邮费不符商品管理规则

2015 淘宝违规处罚考试考试试题大全 以下哪些行为属于未履行承诺之服务,

答案:商品是承诺假一赔三的, 买家提供检测证明货物是假的, 但是卖家拒绝履行此承诺

2:下列哪种方式可以更好地保护自己实拍的图片, 防止被他人盗用 答案:在图片中添加自己的特色水印, 并保存好当时实拍的原始图片 3:您认为, 以下选项中哪个不属于信用炒作商品,

答案:1 元的 q 币

4:淘宝网严禁出售黄赌毒商品信息, 以下可以出售的是 答案:介绍罂粟花的科普教材

5:淘宝网禁止出售危害他人隐私以及安全的商品信息, 以下哪类商品禁止在淘宝网出售,

答案:针孔摄像头

6:下列哪种情况没有违反

答案:还没有发货, 就要求买家确认

7:彩妆/香水/美发/工具目下, 宝贝发布在正确类目下的是, 答案:粉扑放在美容工具下

8:以下哪项属于支付方式正确,

答案:500 元梦幻点卡, 支付宝交易

9:成人类目下, 以下哪种图片淘宝网是不允许使用的, 答案:低俗的图片

6 、下面哪种情况下, 淘宝有权收回会员名,

已通过支付宝实名认证的且连续三年未登录淘宝网或阿里旺旺的会员名 已通过支付宝实名认证的且连续二年未登录淘宝网或阿里旺旺的会员名 未通过支付宝实名认证且连续一年未登录淘宝网或阿里旺旺的会员名 已通过支付宝实名认证的且连续一年未登录淘宝网或阿里旺旺的会员名 7 、一般违规行为多少分为一个处罚节点,

10 分

16 分

12 分

20 分

8 、淘宝上不允许发布枪支弹药、暴力色情书刊等国家相关法律法规所禁止的商品,这类规则在《淘宝规则》中的哪几条有所规定,

the provisions of Hunan province safety production supervision and management responsibilities > (Hunan Zhengban made 2013 No. 4), resolutely implement the safety production of the party with responsibility, a pair of responsibility. "Two is issued safety production administration and inspection to promote the responsibilities bear safety production supervision departments strictly and effectively assumed responsibility. The three is the establishment of enterprise production safety hidden With self correction self reporting system, promote the enterprises to implement the main responsibility for production safety. The four is the introduction of strengthening county safety production supervision ability construction work, promote safe production responsibility to the grassroots. 3, strict accountability

and target management. Adhere to the "who is in charge, who is responsible for the pipe industry must pipes, pipe production and management must control safety management business must be safe" principle, the implementation of safe production supervision and stagnation to cure. "The leadership responsible system. Production safety of key towns, key enterprises and key problems, by the township government and the Department responsible for the stagnation led the lump sum, to tackle tough. To further increase the production safety index assessment, strict implementation of safe production of "one vote veto" award and recognition system, strengthen production safety incentive mechanism (four). Adhere to the political principles against unwholesome tendencies existence of the problem is not strict internal supervision. Over the years, the global leadership team members do not have any illegal and other bad records, but there are still not strict, the implementation does not survive the problem. A few leading cadres not strictly in accordance with the county Party committee, county government On strengthening style construction requirements and style construction safety supervision system of "ten prohibitions", to solve the people most concerned, the most direct, the most realistic problem of production safety as the starting point and goal of all work, to strengthen internal supervision on the way, in the perfect power control mechanism on "let things drift", get free in the political norms of leading cadres, some involving major principle problems of ambiguous attitude, major issues issues of right and wrong, it cannot stand up

bravely, face to face, resolute struggle and discredit the views of the party in 2012. The style of the big consolidation activities, cadres and workers 6 people were

恶意评价

竞拍不买

发布违禁信息和滥发信息

虚假交易

9 、全新《 淘宝规则》 是何时生效的, 2010 年 10 月 1 日

2010 年 11 月 11 日

2009 年 11 月 11 日

2011 年 1 月 1 日

10 、规则频道右侧栏目是:

直通车

规则动态

店铺街

淘宝大学

11 、以下哪种不属于淘宝违规行为, 虚假交易

侵犯知识产权

成交不卖

滥发信息

12 、下列哪些类目的商品不需要具备特殊资质就能出售,

成人类目

音像类目

服装类目

书籍类目

13 、淘宝会员名、淘宝店铺名或域名中可以包含什么信息,
涉嫌侵犯他人权利的信息

卖家本人已通过工商注册的实体店名 干扰淘宝网运营秩序等相关信息 违反国家法律法规的信息

14 、如何从淘宝首页进入规则频道, 以查看淘宝官方发布的规则,
首页右侧“规则”专栏

搜索宝贝 the provisions of Hunan province safety production
supervision and management responsibilities > (Hunan Zhengban made 2013
No. 4), resolutely implement the safety production of the party with
responsibility, a pair of responsibility. "Two is issued safety
production administration and inspection to promote the responsibilities
bear safety production supervision departments strictly and effectively
assumed responsibility. The three is the establishment of enterprise
production safety hidden With self correction self reporting system,
promote the enterprises to implement the main responsibility for
production safety. The four is the introduction of strengthening county
safety production supervision ability construction work, promote safe
production responsibility to the grassroots. 3, strict accountability
and target management. Adhere to the "who is in charge, who is
responsible for the pipe industry must pipes, pipe production and
management must control safety management business must be safe"
principle, the implementation of safe production supervision and
stagnation to cure. "The leadership responsible system. Production

safety of key towns, key enterprises and key problems, by the township government and the Department responsible for the stagnation led the lump sum, to tackle tough. To further increase the production safety index assessment, strict implementation of safe production of "one vote veto" award and recognition system, strengthen production safety incentive mechanism (four). Adhere to the political principles against unwholesome tendencies existence of the problem is not strict internal supervision. Over the years, the global leadership team members do not have any illegal and other bad records, but there are still not strict, the implementation does not survive the problem. A few leading cadres not strictly in accordance with the county Party committee, county government On strengthening style construction requirements and style construction safety supervision system of "ten prohibitions", to solve the people most concerned, the most direct, the most realistic problem of production safety as the starting point and goal of all work, to strengthen internal supervision on the way, in the perfect power control mechanism on "let things drift", get free in the political norms of leading cadres, some involving major principle problems of ambiguous attitude, major issues issues of right and wrong, it cannot stand up bravely, face to face, resolute struggle and discredit the views of the party in 2012. The style of the big consolidation activities, cadres and workers 6 people were

淘宝服务

类目导航

15 、以下哪种行为不属于严重违规,

骗取他人财物

泄露他人隐私

盗用他人账户

竞拍不买

16 、规则频道里, 哪个栏目会发布淘宝规则最新的变更公告,

考试中心

规则公告

规则解读

友情链接

17 、违规扣分什么时候会被清零,

每年的十二月三十一日二十四时

每年的五月一日二十四时

每年的十月一日二十四时

每年的一月一号二十四时

18 、除了下列哪一项以外, 其他都是会员发生违规行为以后, 淘宝会对他作出的处理,

对这次违规行为进行公示

对这次违规行为进行扣分

对违规的会员进行罚款

对这次违规行为进行纠正

19 、在淘宝开店以后, 什么情况下会被查封账户, 只有当该账户的严重违规行为扣分累积到四十八分, 才会被查封帐户

只要被买家投诉, 就会被查封帐户

只要违规了，就会被查封帐户

只要发生了严重违规行为，才会被查封帐户 20 、严重违规扣分累计达多少分的，会被处以查封帐户的处罚，

48 分

100 分

36 分

24 分 the provisions of Hunan province safety production supervision and management responsibilities > (Hunan Zhengban made 2013 No. 4), resolutely implement the safety production of the party with responsibility, a pair of responsibility. "Two is issued safety production administration and inspection to promote the responsibilities bear safety production supervision departments strictly and effectively assumed responsibility. The three is the establishment of enterprise production safety hidden With self correction self reporting system, promote the enterprises to implement the main responsibility for production safety. The four is the introduction of strengthening county safety production supervision ability construction work, promote safe production responsibility to the grassroots. 3, strict accountability and target management. Adhere to the "who is in charge, who is responsible for the pipe industry must pipes, pipe production and management must control safety management business must be safe" principle, the implementation of safe production supervision and stagnation to cure. "The leadership responsible system. Production safety of key towns, key enterprises and key problems, by the township

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2 、《 淘宝规则》 的违规积分如何清零,

每半年一次

每年一次

每个月一次

每季度一次

3 、下列哪一项不是信用评价和店铺评分的区别,

买、卖家互相之间都能给对方进行信用评价,但是卖家不能给买家打店铺评分
针对信用评价,评价人可比给好评,中评、差评,而店铺评分只能打分数 淘宝上
很多卖家会员名边上显示的“皇冠”、“钻石”,是指店铺评分的分数,不是指信用评价的

积分

信用评价中的好评会使得被评价人累计一分信用积分,而店铺评分不累积信用积分 13 、买卖双方在评价中允许出现的下列哪种情形,

买家在评论内容中称赞卖家发货速度快

同行竞争者恶意给予中、差评买家利用中、差评

恶意向卖家索要额外财物

买卖双方在评论内容中发布污言秽语

14 、淘宝规则变更时,不会以哪种方式通知,

规则频道公告

淘宝网首页公告

电话通知会员

淘宝网帮助中心公告

15 、买家在您店铺里拍下商品并且付款了,在您发货前买家又想申请退款,
请问买家什么时候开

始可以申请退款,

买家付款后三天内卖家还没点击发货的,买家可以申请退款

买家付款以后就可以申请退款

买家不能申请退款，只有卖家去点了发货之后买家才能申请退款 买家拍下以后就可以申请退款

17 、淘宝规则中规定的违规行为有八大类，

四大类，轻微违规行为、一般违规行为、严重违规行为和特别严重违规行为
三大类，轻微违规行为、一般违规行为和严重违规行为

两大类，一般违规行为和严重违规行为 the provisions of Hunan province safety production supervision and management responsibilities > (Hunan Zhengban made 2013 No. 4), resolutely implement the safety production of the party with responsibility, a pair of responsibility. "Two is issued safety production administration and inspection to promote the responsibilities bear safety production supervision departments strictly and effectively assumed responsibility. The three is the establishment of enterprise production safety hidden With self correction self reporting system, promote the enterprises to implement the main responsibility for production safety. The four is the introduction of strengthening county safety production supervision ability construction work, promote safe production responsibility to the grassroots. 3, strict accountability and target management. Adhere to the "who is in charge, who is responsible for the pipe industry must pipes, pipe production and management must control safety management business must be safe" principle, the implementation of safe production supervision and stagnation to cure. "The leadership responsible system. Production safety of key towns, key enterprises and key problems, by the township government and the Department responsible for the stagnation led the

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不分类

18 、以下哪种说法正确,

淘宝规则是被处罚后方需了解的

淘宝规则是会员自发达成的共识性文本

淘宝上不存在淘宝规则

淘宝规则是对淘宝网用户增加基本义务或限制基本权利的条款 19 、评价人若给予好评，则被评价人信用积分会增加几分，二分

四分

一分

三分

20 、满足下列哪种情况(会员方可创建店铺，

会员将其账户与通过实名认证的支付宝账户绑定，公示真实有效的姓名地址或营业执照等信息，但

未通过开店考试后

会员将其账户与通过实名认证的支付宝账户绑定，并通过开店考试后 会员将其账户与通过实名认证的支付宝账户绑定，公示真实有效的姓名地址或营业执照等信息，并

通过开店考试后

会员公示真实有效的姓名地址或营业执照等信息，并通过开店考试后 2 、除了从淘宝网首页可以进入规则频道以外，以下哪个域名可以进入规则频道， bbs (taobao.com

rule (taobao.com

guize.taobao . com

rose (taobao.com

6 、下列哪些行为不属于违规行为，

同一会员开两家店铺并且发布完全相同的商品

同一会员开一家店铺并且发布大量重复的商品

同一会员开两家店铺并且发布不同的商品

同一会员开一家店铺并且发布各种不同的商品

7 、集市与商城的评价体系有什么区别,

商城只有信用评价, 集市只有店铺评分

商城有信用评价和店铺评分, 集市只有店铺评分

集市只有信用评价, 商城只有店铺评分 the provisions of Hunan province safety production supervision and management responsibilities > (Hunan Zhengban made 2013 No. 4), resolutely implement the safety production of the party with responsibility, a pair of responsibility. "Two is issued safety production administration and inspection to promote the responsibilities bear safety production supervision departments strictly and effectively assumed responsibility. The three is the establishment of enterprise production safety hidden With self correction self reporting system, promote the enterprises to implement the main responsibility for production safety. The four is the introduction of strengthening county safety production supervision ability construction work, promote safe production responsibility to the grassroots. 3, strict accountability and target management. Adhere to the "who is in charge, who is responsible for the pipe industry must pipes, pipe production and management must control safety management business must be safe" principle, the implementation of safe production supervision and stagnation to cure. "The leadership responsible system. Production safety of key towns, key enterprises and key problems, by the township government and the Department responsible for the stagnation led the lump sum, to tackle tough. To further increase the production safety

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集市有信用评价和店铺评分，商城只有店铺评分

8 、尚未创建淘宝店铺的是否可以在淘宝发布全新商品， 可以， 且没数量限制
不可以

可以， 但只能发布 100 件

可以， 但只能发布 10 件

20 、在淘宝网上哪里无法查看到淘宝规则的信息， 淘宝官方规则频道 rule .
taobao . com 淘宝商品搜索页面

淘宝帮助中心规则类目

淘宝首页规则专栏

14 、淘宝对卖家发布商品的数量有什么限制，

信用等级高就没限制了

完全没限制

有限制，但至少可发布 100 件

有限制，有些情形可能 1 件都不能发了～

1、某商品出现“商品标题为 A 品牌, 实物图片为 B 品牌”的情况, 违反“淘宝商城
如实描述服务规则”,

将被扣去多少分?

(基础题)

4 分

2 分

6 分

1 分

2、下列哪个表述在店铺里出现是允许的?(基础题) 淘宝网战略合作试点店铺
数码配件一站式购物网店

在买家向商家咨询 7 天无理由退换货规则时，商家向买家进行误导 不在规定
时间内，向淘宝商城开具当季积分发票；

通过旺旺与买家沟通时，诱导买家至其他网店、或采用其他支付方式进行交易
的行为；

9、以下哪种经营行为会导致店铺被监管 30 天，

针对商家包邮的产品，商家不肯承担一半运费，要买家全额承担运费后方同意退还

以上说法均不正确 the provisions of Hunan province safety production supervision and management responsibilities > (Hunan Zhengban made 2013 No. 4), resolutely implement the safety production of the party with responsibility, a pair of responsibility. "Two is issued safety production administration and inspection to promote the responsibilities bear safety production supervision departments strictly and effectively assumed responsibility. The three is the establishment of enterprise production safety hidden With self correction self reporting system, promote the enterprises to implement the main responsibility for production safety. The four is the introduction of strengthening county safety production supervision ability construction work, promote safe production responsibility to the grassroots. 3, strict accountability and target management. Adhere to the "who is in charge, who is responsible for the pipe industry must pipes, pipe production and management must control safety management business must be safe" principle, the implementation of safe production supervision and stagnation to cure. "The leadership responsible system. Production safety of key towns, key enterprises and key problems, by the township government and the Department responsible for the stagnation led the lump sum, to tackle tough. To further increase the production safety index assessment, strict implementation of safe production of "one vote veto" award and recognition system, strengthen production safety

incentive mechanism (four). Adhere to the political principles against unwholesome tendencies existence of the problem is not strict internal supervision. Over the years, the global leadership team members do not have any illegal and other bad records, but there are still not strict, the implementation does not survive the problem. A few leading cadres not strictly in accordance with the county Party committee, county government On strengthening style construction requirements and style construction safety supervision system of "ten prohibitions", to solve the people most concerned, the most direct, the most realistic problem of production safety as the starting point and goal of all work, to strengthen internal supervision on the way, in the perfect power control mechanism on "let things drift", get free in the political norms of leading cadres, some involving major principle problems of ambiguous attitude, major issues issues of right and wrong, it cannot stand up bravely, face to face, resolute struggle and discredit the views of the party in 2012. The style of the big consolidation activities, cadres and workers 6 people were

在店铺页面任何位置，显示和使用除旺旺以外的聊天工具；将购买过商品的用户信息，以各种形式公布或给到其他经营者 10、以下哪种经营行为会被扣除 6 分，

买家索取发票时，要求买家额外支付钱款才提供发票 出售假货、水货、仿货、三无商品

将广告作为单个商品进行发布

将用户的聊天记录，在店铺中进行公布

11、以下哪种行为违反了“淘宝商城商品如实描述服务规则”，进口普通类食品在图片中体现该进口商品的中文标签；在产品描述中公示:OEM 原单货、厂家尾单,,等信息

国家强制执行 QS 认证的 28 类食品没有在图片中体现该商品包装的 QS；以上说法均不对

12、在产品的图片上加水印，显示店铺实体店地址、店铺名等信息将会被扣除多少分,

4 分

1 分

6 分

2 分

13、不在规定时间内向淘宝商城开具当季积分发票，将会被扣除多少分,

4 分

2 分 1 分

6 分

14、对于交易后未给予好评的买家或有过投诉的买家，在评价中公布聊天记录、进行恶严抨击、公

布买家个人信息等行为, 将会被扣除多少分?

2 分

4 分

1 分

1 分

6 分

4 分

18、发布广告商品将会被公示警告多少天？

7天 the provisions of Hunan province safety production supervision and management responsibilities > (Hunan Zhengban made 2013 No. 4), resolutely implement the safety production of the party with responsibility, a pair of responsibility. "Two is issued safety production administration and inspection to promote the responsibilities bear safety production supervision departments strictly and effectively assumed responsibility. The three is the establishment of enterprise production safety hidden With self correction self reporting system, promote the enterprises to implement the main responsibility for production safety. The four is the introduction of strengthening county safety production supervision ability construction work, promote safe production responsibility to the grassroots. 3, strict accountability and target management. Adhere to the "who is in charge, who is responsible for the pipe industry must pipes, pipe production and management must control safety management business must be safe" principle, the implementation of safe production supervision and stagnation to cure. "The leadership responsible system. Production safety of key towns, key enterprises and key problems, by the township government and the Department responsible for the stagnation led the lump sum, to tackle tough. To further increase the production safety index assessment, strict implementation of safe production of "one vote veto" award and recognition system, strengthen production safety incentive mechanism (four). Adhere to the political principles against

unwholesome tendencies existence of the problem is not strict internal supervision. Over the years, the global leadership team members do not have any illegal and other bad records, but there are still not strict, the implementation does not survive the problem. A few leading cadres not strictly in accordance with the county Party committee, county government On strengthening style construction requirements and style construction safety supervision system of "ten prohibitions", to solve the people most concerned, the most direct, the most realistic problem of production safety as the starting point and goal of all work, to strengthen internal supervision on the way, in the perfect power control mechanism on "let things drift", get free in the political norms of leading cadres, some involving major principle problems of ambiguous attitude, major issues issues of right and wrong, it cannot stand up bravely, face to face, resolute struggle and discredit the views of the party in 2012. The style of the big consolidation activities, cadres and workers 6 people were

15 天

30 天

3 天

19、以下哪种行为属于“违规发布广告商品”？

在商品标题中出现：招商、代理、批发等广告字样

商家未在店铺中公示：物流配送说明、发送商品时间

标题信息与图片或商品描述不符

将购买过商品的个人信息，以各种形式公布或给到其他经营者 20、关于“重复铺货”，以下哪种说法是正确的？

以上说法都正确

将同一服装赠送腰带；同一件服装赠送口红作为两个不同的商品分别发布，属于重复铺货 将同一件服装，以 S、M、L 不同的尺码作为单个商品分别发布属于重复铺货 将同一件服装，以红色、蓝色不同的颜色作为单个商品分别发布属于重复铺货 21、一旦发现商城商家在店铺中发布仿真枪、梅花鹿，等国家法律明令禁止销售的商品，会受到以

下哪种处罚？

扣除 2 分

限期 3 天内整改

扣除 4 分

扣除 12 分

22、以下哪个行为不属于“进行人气商品炒作”行为？

商家对所发布的商品，注册多个个人帐号进行虚假交易，抬高商品人气

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将 C2C 店铺中商品的销售记录，以截图方式上传在商城店铺进行宣传 将商城店铺内之前买家的评价展示在商城商品页面进行宣传

商家通过虚设价格或虚假交易，抬高商品人气的行为

23、用户通过社区、阿里旺旺、站内信等渠道，宣传店铺、在线销售的商品、淘宝网外商品信息，

商家出现以上行为将会扣多少分？

1 分

4 分

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