

Name \_\_\_\_\_

## Alibaba: A Digital Marketplace Revolution

### Multiple Choice Questions

1. When was Alibaba founded?

- a) 1989
- b) 1995
- c) 1999
- d) 2005

2. What was the original purpose of Alibaba.com?

- a) Selling consumer electronics
- b) Connecting Chinese manufacturers with global buyers
- c) Providing online education
- d) Offering digital payment services

3. Which Alibaba platform is similar to eBay and allows individuals to sell products directly to consumers?

- a) AliExpress
- b) Taobao
- c) Tmall
- d) Cainiao

4. What annual shopping event, created by Alibaba, is known as the world's largest online shopping day?

- a) Black Friday
- b) Cyber Monday
- c) Singles' Day
- d) Prime Day

5. What is the name of Alibaba's digital payment platform that transformed online transactions in China?

- a) Taobao
- b) Alipay
- c) Tmall
- d) Cainiao

