

Name \_\_\_\_\_

## Alibaba: A Digital Marketplace Revolution

### Short Answer Key

1. (Answer should mention the creation of a shopping phenomenon with massive discounts, and Alibaba's role as the organizer.)
2. (Answers may include Alipay, Cainiao, AliExpress, and others.)
3. (Answer should discuss issues related to counterfeit products, conflicts with regulatory authorities, and Jack Ma's public statements.)
4. (Answer should mention building an inclusive digital economy that empowers businesses and serves consumers worldwide.)
5. (Answer should discuss how Alibaba connects businesses of all sizes with global trade opportunities.)

