

Name _____

Alibaba: A Digital Marketplace Revolution

Open-Ended Response Answer Key

1. (Answers may include the convenience of Alipay, efficient logistics through Cainiao, and access to global markets through AliExpress.)
2. (Answers may discuss Alibaba's investments in e-commerce companies worldwide and its efforts to bridge the gap between Chinese sellers and international consumers.)
3. (Answers should explore how emerging technologies enhance Alibaba's services and its potential for innovation.)
4. (Answers may include opportunities in technology adoption and challenges related to regulation and competition in the digital economy.)

