

Asian Holiday Economic Ripples: Diwali Deals, Songkran Spending & Lunar N

Asian Holidays · Answer Key · 11 Questions

1. During Diwali 2024, which sector experienced a significant boost in sales, with automakers offering substantial discounts due to high inventory levels?

- A) Textiles and Apparel
- B) Automobiles**
- C) Jewelry
- D) Consumer Electronics

2. The Maha Songkran World Water Festival 2025 in Thailand generated a total economic turnover of approximately how much in Thai Baht?

- A) 1.7 billion**
- B) 17 billion
- C) 700 million
- D) 170 million

3. Which of the following factors is cited as a primary reason for the projected decrease in Japanese domestic travel during Golden Week 2025?

- A) A surge in international tourist arrivals
- B) Increased demand for domestic flights
- C) Rising inflation and hotel prices**
- D) Government incentives for outbound travel

4. In October 2025, South Korea's exports saw a decline primarily due to fewer working days, largely attributed to which extended holiday?

- A) Chuseok**
- B) Seollal
- C) Buddha's Birthday
- D) Labor Day

5. The Lunar New Year 2025 is expected to cause significant logistical disruptions globally due to factory shutdowns and surging consumer demand. Which of these regions is most critically impacted by these disruptions as a manufacturing hub?

- A) Europe
- B) North America
- C) Sub-Saharan Africa
- D) Asia**

6. During the 2024 Diwali season, online festive sales in India crossed a significant milestone. Approximately how much did these online sales reach in Indian Rupees (INR)?

A) INR90,000 crore

B) INR50,000 crore

C) INR120,000 crore

D) INR70,000 crore

7. The "Vocal for Local" campaign significantly influenced Holi 2025 sales in India, leading to a decline in the market share of which country's products?

A) Bangladesh

B) Sri Lanka

C) China

D) Nepal

8. For the 2025 Songkran festival period (April 11-15), how many international visitors did Thailand's Tourism Authority expect to generate around 8.1 billion baht in revenue?

A) 500,000

B) 1 million

C) 250,000

D) 750,000

9. Due to the extended Lunar New Year holiday in early 2025, which of the following supply chain challenges is anticipated for industries ranging from electronics to textiles?

A) A surplus of raw materials

B) Reduced shipping costs

C) Production slowdowns and shipment backlogs

D) Increased port efficiency

10. In anticipation of the 2025 Ramadan and Eid al-Fitr period, Indonesia's economic growth is projected to be boosted primarily by stronger what?

A) Export of manufactured goods

B) Foreign direct investment

C) Household consumption

D) Government infrastructure spending

11. The 2025 Holi festival in India is predicted to generate business exceeding INR80,000 crore nationwide. Which organization provided this estimate?

- A) Indian Chamber of Commerce
- B) Reserve Bank of India
- C) Confederation of All India Traders (CAIT)**
- D) National Association of Small Industries