

South Korea's Shifting Sands: AI Boom, Demographic Dramas, and K-Culture

South Korea · Practice Test · 18 Questions

1. What is the projected percentage of renewable energy in South Korea's energy mix by 2030, according to the draft of the 11th Basic Plan for Long-term Electricity Supply and Demand?

- A) 15.5%
- B) 21.6%
- C) 28.9%
- D) 32.9%

2. In 2024, South Korea's K-pop physical album sales saw a significant decrease. By what percentage did they drop?

- A) 5%
- B) 10%
- C) 19%
- D) 25%

3. Which country surpassed China in 2025 to become South Korea's largest cosmetics export destination?

- A) Japan
- B) United States
- C) Germany
- D) France

4. As of 2024, what is South Korea's total fertility rate (TFR), making it the lowest in the world?

- A) 0.75
- B) 0.85
- C) 0.95
- D) 1.05

5. South Korea has been rapidly increasing its AI adoption. What percentage of its working-age population was using AI by the second half of 2025, according to the AI Diffusion Report?

- A) 18.5%
- B) 25.2%
- C) 30.7%
- D) 41.1%

6. The Ministry of Culture, Sports and Tourism unveiled a five-year plan to grow the K-culture market to how much by 2030?

- A) 150 trillion won
- B) 216 trillion won
- C) 300 trillion won
- D) 500 trillion won

7. In 2025, which two generations are identified as particularly important target demographics with unique consumption patterns in South Korea's marketplace?

- A) Baby Boomers and Silent Generation
- B) Gen X and Millennials
- C) Teens and those in their 50s
- D) Gen Z and Millennials

8. What is the projected revenue for the South Korean webtoon industry in 2024, according to a survey published by the Korea Creative Content Agency?

- A) 1.5 trillion won
- B) 2.19 trillion won
- C) 2.29 trillion won
- D) 3.5 trillion won

9. According to the Brand Finance Global Soft Power Index 2025, what is South Korea's global ranking for Soft Power?

- A) 5th
- B) 8th
- C) 12th
- D) 15th

10. The framework act on the development of AI and the creation of a trustworthiness foundation, passed in December 2024, positions South Korea as the second region globally to implement such a comprehensive AI law, following which other region?

- A) United States
- B) European Union
- C) China
- D) Japan

11. In 2025, what percentage of consumers in South Korea reported preferring local brands, an increase from the previous year?

- A) 49%
- B) 54%
- C) 60%
- D) 70%

12. What is the projected installed wind power capacity target for South Korea by 2030?

- A) 10.5 GW
- B) 18.3 GW
- C) 25.1 GW
- D) 32.9 GW

13. The Lee Jae Myung administration aims to grow the K-culture market to 300 trillion won by 2030, up from an estimated 206 trillion won in which year?

- A) 2021
- B) 2022
- C) 2023
- D) 2024

14. Which specific event in late 2024 caused political turmoil in South Korea, leading to widespread protests?

- A) Presidential impeachment proceedings
- B) Sudden imposition of martial law
- C) A major cyberattack on government infrastructure
- D) The resignation of the entire cabinet

15. As of 2025, what percentage of South Korea's total power generation is derived from non-renewable energy (NRE) sources?

- A) 10.6%
- B) 17.5%
- C) 21.6%
- D) 32.9%

16. In 2025, what is the primary focus of South Korea's beauty standards, shifting away from extreme transformations?

- A) Surgical enhancements for V-line jaw
- B) Exaggerated eye makeup
- C) Natural radiance and wellness
- D) Aggressive anti-aging treatments

17. Which country's manga industry is the largest export market for Korean webtoons, accounting for 49.5% of exports?

- A) China
- B) United States
- C) Japan
- D) South Korea itself

18. The 'Korea Culture Cities' initiative aims to stimulate regional cultures. How many cities were newly designated under this program?

- A) 5
- B) 10
- C) 13
- D) 20