

South Asian Celebs Shine: Global Music Wins, Fashion Trends & Digital Domination

South Asian Entertainment · Practice Test · 8 Questions

1. Which South Asian artist made history with the largest Punjabi concert outside India in Vancouver in 2024, drawing over 54,000 attendees?

- A) Karan Aujla
- B) AP Dhillon
- C) Diljit Dosanjh
- D) Sidhu Moosewala

2. The #UnfairAndLovely hashtag, launched in 2016, aimed to challenge the ideals promoted by which brand, known for its fairness creams?

- A) Lakmé
- B) Fair & Lovely
- C) Maybelline
- D) L'Oréal Paris

3. Which South Asian film, released in 2024, was the first Indian film to be released in China after a military stand-off agreement, achieving an 8.7 rating on Douban?

- A) RRR
- B) Baahubali
- C) Maharaja
- D) Dangal

4. As of 2026, what percentage of India's gross film collections did regional-language films contribute in FY2025, indicating a significant resurgence?

- A) 15%
- B) 31%
- C) 45%
- D) 50%

5. Which South Asian music collective, known for its vibrant Coachella set in 2025, was formed by artists like Kunal Merchant and Armaan Gupta (Kahani)?

- A) Indo-Persian Beats
- B) Desi Rhythms Collective
- C) Indo Warehouse
- D) South Asian Sound System

6. In 2026, Lara Raj of KATSEYE made her Coachella debut as the first Indian-origin artist signed under which major K-pop label?

- A) SM Entertainment
- B) YG Entertainment
- C) JYP Entertainment
- D) HYBE

7. The Grammy Awards introduced a new category for Best Asian Pop Music Performance in 2026. What is a key, albeit ambiguous, requirement for songs to qualify?

- A) Must be performed entirely in an Asian language
- B) Must feature a collaboration with a Western artist
- C) Must make 'meaningful use' of one or more Asian languages
- D) Must have achieved over 100 million streams globally

8. Which South Asian creator, known for her sharp comedy and social commentary, blends humor with critiques of South Asian culture on platforms like Instagram?

- A) Diipa Büller-Khosla
- B) Nabela Noor
- C) Kusha Kapila
- D) Neelam Gill