

Middle East Holiday Shifts: Digital Trends, Cultural Narratives, and Emerging

Middle East Holidays · Practice Test · 10 Questions

1. In the context of Eid al-Adha 2025, which of the following digital trends is projected to see the most significant surge in the MENA region, reflecting a shift in consumer behavior?

- A) Increased use of virtual reality shopping experiences
- B) A 45% soar in mobile commerce transactions
- C) Widespread adoption of blockchain for secure gift exchanges
- D) Growth in AI-powered personalized gift recommendations

2. The renaming of UAE National Day to 'Eid Al Etihad' in 2024 emphasizes a specific cultural narrative. What does this renaming primarily symbolize?

- A) The economic diversification of the Emirates
- B) The nation's historical oil reserves
- C) The unity and progress of the nation
- D) The integration of artificial intelligence in governance

3. For Shia Muslims, Ashura commemorates a significant historical event. What is the central event observed during Ashura for this community?

- A) The saving of Prophet Moses from Pharaoh
- B) The martyrdom of Imam Hussein at the Battle of Karbala
- C) The migration of Prophet Muhammad from Mecca to Medina
- D) The revelation of the Quran to Prophet Muhammad

4. During Ramadan 2025, beyond traditional fasting and prayers, what emerging consumer behavior is noted in Saudi Arabia and the UAE regarding specific food items?

- A) A decrease in demand for traditional sweets
- B) A planned increase in the purchase of dates and chocolates
- C) A shift towards savory snacks exclusively
- D) A significant drop in coffee consumption

5. In the context of Eid al-Adha 2025 shopping trends in Saudi Arabia, which product category was notably popular, comprising 25.2% of all orders?

- A) Home goods
- B) Fashion and apparel
- C) Electronics
- D) Automotive products

6. The UAE National Day celebrations in 2024 are being highlighted with a new name, 'Eid Al Etihad.' What does 'Eid Al Etihad' translate to, signifying the spirit of the celebrations?

- A) Festival of Unity
- B) Day of Progress
- C) Celebration of Heritage
- D) Feast of the Emirates

7. For Sunni Muslims, Ashura is a day of observance. What is the primary historical event commemorated by Sunni Muslims on Ashura?

- A) The martyrdom of Imam Hussein
- B) The Battle of Karbala
- C) The saving of Prophet Moses and the Israelites from Pharaoh
- D) The first Islamic New Year

8. Regarding travel trends for Eid al-Adha 2025 among UAE residents, which continent is dominating wishlists for longer, more immersive holidays?

- A) Asia
- B) North America
- C) Europe
- D) Africa

9. In the context of Ramadan 2025, consumer behavior surveys in the Middle East indicate a trend towards healthier eating. What percentage of respondents in MENA stated they tend to have healthy snacks after Iftar?

- A) 45%
- B) 58%
- C) 69%
- D) 72%

10. The UAE National Day, celebrated on December 2nd, marks the unification of the seven emirates in which year?

- A) 1961
- B) 1971
- C) 1981
- D) 1991