

GCSE Economics

Museum of Brands Worksheet

Use this worksheet as you make your way around the Museum of Brands, start in the Time Tunnel and then explore the Branding Hall. As the questions use various parts of the Museum, you may need to go around more than once.

1

The packaging and advertising in this Museum indicate a competitive market. This economic climate provokes businesses to make key decisions about what to produce. Find evidence for the following behaviours of businesses in a competitive market, the first has been done for you.

Imitation

Decade

1920s

Product

Toys

Imitation

Hornby imitated Meccano

Impact:

The appeal of 'making it yourself' did not transfer to toy trains, and the imitation failed. Hornby returned to making toy trains without Meccano-like features.

Claiming to be the first, or the 'original'

Decade

Product

Perceived Impact:

Specialisation of a certain place of origin

Decade

Product

Perceived Impact:

New technology

Decade

Product

Perceived Impact:

2

Within the decades below, find a section in which a lot of the same kinds of products are displayed. For example, brown sauce, chocolate bars or cleaning products. Find two examples of how brands differentiate themselves in a crowded market.

1980s product:

Example 1

Example 2

1990s product:

Example 1

Example 2

2000s product:

Example 1

Example 2

3

How does competition affect inflation?

4

A large economic change evidenced in this collection is decimalisation. Find the display detailing this change and explain how businesses produced goods to aid educating the public about the new currency.

5

Find a piece of public information which delivers advice on decimalisation. After reading the advice, what do you think the public's main fears or confusions were about the new currency?

1

2

6

The objects in this Museum are either: manufactured and packaged products made to be sold, or advertisements which market these products. Explain whether this Collection represents businesses from primary, secondary or tertiary sectors.

7

Choose a product in the Museum and describe the related businesses which would have been involved in order to produce, manufacture and sell this item.

Primary Production

Secondary Production

Tertiary Production

8

The impact of a business cycle affects businesses in different ways. In a recession, which type of products do you think customers would cut back on buying?

Essential products

Luxury goods

9

To survive a recession, businesses may attempt to alter the consumer perception of their products from 'wants' to 'needs'. Find two examples of a piece of advertising or packaging which communicates that the product is essential to the customer.

Example 1:

Product:

Words/ imagery used to communicate this message:

Example 2:

Product:

Words/ imagery used to communicate this message:

10

In a period of economic growth there is an increased market for luxury goods. Find two examples of products which are packaged and advertised to appeal to this kind of market.

Example 1:
Product:

Words/ imagery used to communicate this message:

Example 2:
Product:

Words/ imagery used to communicate this message:

11

As well as consumers, producers are affected by another economic group: the Government. Within the Time Tunnel and Branding Hall, describe these two different decades of cigarette packaging to locate the Government intervention.

ie: Health warnings on Cigarette packaging

Decade	Packaging	Messages Communicated	Economic Impact	Ethical Impact
1950 (Time Tunnel)				
2000 (Branding Hall)				

12

Another Government Intervention was to ensure all food packaging included accurate and clear nutritional information. In the boxes below, draw and describe 5 different products to illustrate an increasing consumer and Government demand for health awareness.

