

Question		Answer	Mk	
1.	a.	What company created Beanie Babies?	Ty	1
	b.	Who was the owner of that company?	Ty Warner	1
	c.	Give two ways in which Beanie Babies were different from previous plushy toys.	Under-stuffed, could sit up, names (tags), poems	2
2.	a.	What is an economic bubble?	When an item becomes much more valuable than its fundamental value.	1
	b.	Explain two reasons for Beanies becoming more valuable than the \$5 they were sold for.	<p>Explain any two:</p> <ul style="list-style-type: none"> • Collectability • FOMO/Retiring Beanies • Rarity of certain types • People invested in them • Hype created (Mary Beth) 	4
3.	a.	Give one type of crime that became associated with Beanies.	Theft, smuggling, forgery etc.	1
	b.	Explain two problems for McDonalds staff caused by the Teenie Beanie promotion.	<p>Explain any two:</p> <ul style="list-style-type: none"> • People getting violent • Overwhelmed by customers in person and on the phones • People ambushing delivery drivers • Huge amounts of food waste 	4
4		What or who do you think was the main cause for the Beanie Baby craze? Explain your answer. Aim to talk about a range of causes and come to a clear conclusion as to what was the main cause.	For this question, use the following best fit from the table below.	10

Level 1	Describes one reason for the craze beginning. No comparison with other causes. Reason may be started without much/any development. Low quality of English – SpaG (Spelling, punctuation and grammar)	1-3
Level 2	Describes some reasons for the creation of the craze. OR Gives a detailed explanation of one cause Comes to a basic conclusion as to what the main reason was. Good SPaG – some mistakes but not many.	4-7
Level 3	Complex explanations a range of reasons for the start of this craze. Uses a range of reasons (at least three.) Comes to a clear, reasoned conclusion. Excellent SPaG with very few errors.	8-10

When you have found a mark out of 24, use this grid to show what grade you have achieved:

Marks	Grade
10 or less	2
11-14	3
15	4c
16	4a
17	5c
18	5b
19	5a
20	6c
21	6b
22	6a
23	7c
24	7b