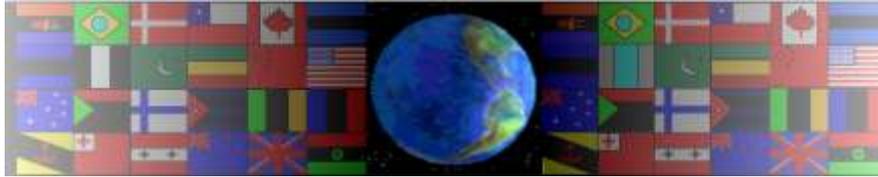


EXAMINATION PREPARATION

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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THE STYLE OF PRODUCTS

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The products shown below are very popular and have developed as brand names.

1. What is meant by the term 'brand name'?



2. Chose one of the products and explain why it has become popular.

3. RETRO and VINTAGE designs are often regarded as old fashioned although trendy and cool. Nostalgic designs induce good memories. These are also often referred to as retro. See the examples below.



4. In your opinion what qualities should a product have if it is to be described as retro.

5. Describe another product that you feel is retro and displays the qualities you have mention in your answer above.
