

QUIZ

THE ECONOMICS OF LEGO



Watch the video to find the answers to the questions below.

- 1) In what year was the Lego company founded? _____
- 2) In which country did it originate? _____
- 3) What material was used for the earliest Lego toys? _____
- 4) In which decade was the plastic brick introduced? _____
- 5) Which two other toy manufacturers are mentioned? _____
- 6) Which product helped the company to get out of the 1990s slump? _____
- 7) In what year did The Lego Movie appear? _____
- 8) Which country is the biggest new market for Lego products? _____

SOLUTIONS: 1. 1932 - 2. Denmark - 3. wood - 4/ the 1950s - 5. Hasbro and Mattel - 6. Bionicle - 7. 2014 - 8. China