

> TEST BANK 2

This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false, and fill in the blank questions based on the text and arranged by chapter. A separate answer key is available.

CHAPTER TWO: THE TREND FORECASTER'S TOOLKIT

- 1 In relation to trend forecasting, explain what is meant by 'stuff'.
- 2 What is cultural braille used for?
- 3 The five key things you need to understand about a trend are as follows. Indicate what is meant by each one.
 - the who
 - the what
 - the where
 - the why
 - the when
- 4 What do you need to do to effectively map the 'why' of a trend?
- 5 What is the term used by forecasters to describe how they 'graze' across cultures and different industry sectors to determine if a trend spotted in one industry is beginning to emerge in another?
 - a. cultural braille
 - b. cross-cultural analysis
 - c. the tipping point
 - d. multi-tasking
 - e. none of the above
- 6 What is an ideas den?
- 7 What is the 'three-times rule' used for?
- 8 Briefly explain what an expert panel is.
- 9 What is a trend thesis?
- 10 The term used to describe the process by which a forecaster works with a panel of experts to explore and flesh out his or her hunches about a particular change in the market is called _____.
- 11 What is the difference between a trend spotter and a trend analyst?
- 12 For each of the following five titles included on a trend cartogram indicate what you should be trying to do under each one.
 - Trend innovators
 - Trend drivers
 - Trend impact
 - Trend consequences
 - Trend futures