

> TEST BANK 3

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 THREE: INTUITIVE FORECASTING

- 1 Explain what is meant by gut intuition. How might a trend forecaster use such intuition?
- 2 Why is expert intuition an instinct that many organizations and companies are happier to trust?
- 3 What is empathy?
- 4 Explain what is meant by strategic intuition.
- 5 What is the term used to describe the process of embracing, understanding and codifying all past examples of 'stuff' which have relevance to brailing and identifying trends in the future?
 - a. strategic insight
 - b. historic awareness
 - c. gut intuition
 - d. none of the above
- 6 Who developed the original concept of 'presence of mind'? What is it the ability to do?
- 7 Why is observation a vital tool in the intuitive forecaster's toolkit?
- 8 When are 'flashes of insight' more likely to occur? Why is this?