**Home Work 1: Introduction  
Lecture 1 & 2  
Chapter 1**

**Following are 8 questions, multiple choice and open, each worth 12.5 points. Answers to open questions should be brief and to the point.**

**Text: Introduction & Chapter 1**

1. “Key intelligence topics” is defined as:  
   a) understanding of the role and value of intelligence  
   b) in-house intelligence and counterintelligence programmers  
   c) the firm’s changing intelligence needs and priorities  
   d) distinguish between tactical and strategic intelligence
2. The author argues that “doing the thing right”, if done by all firms in an industry, leads to:  
   a) competitive convergence  
   b) cut throat competition  
   c) competitive environment  
   d) greater value to consumers
3. The author adds to Porter’s Five Forces:  
   a) complementors  
   b) government policy  
   c) general political environment  
   d) a and b
4. The purpose of competitive intelligence is:  
   a) collect information to be used by senior executives  
   b) understand the current realities of external environments  
   c)reduce information overload  
   d) manipulate banks of data on customers
5. Puzzles are questions that \_\_\_\_\_\_\_\_\_\_\_\_\_ while mysteries are questions that \_\_\_\_\_\_\_\_\_\_\_\_\_\_.   
   a) can be answered definitively; cannot be answered definitively  
   b) can be answered intuitively; require greater research to answer  
   c) draw on dilemmas; don’t have simple answers  
   d) answered quicly; questions that require long periods of research
6. Intelligence knowledge refers to:   
   a) understanding developed as a result of intelligence work  
   b) end products of the intelligence process  
   c) The intelligence cycle and each of its phases  
   d) the integration, evaluation and analysis of all available information  
     
     
   **Open Questions (**
7. List and describe the five-phase model used in the US and other national security environments:  
    a)  
     
   b)  
     
   c)  
     
   d)  
     
   e)  
     
   8.) List and describe the five categories of competitive intelligence products:  
   a)  
     
   b)  
     
   c)  
     
   d)  
     
   e)