1. **Bullwhip effect (50%)**

    a. Please explain the concept of Bullwhip Effect, and provide a <u>concrete</u> example of this phenomena in real life. Discuss how you would mitigate its negative impact, both from the business and the consumer perspectives. You are required to make good use of ChatGPT to answer the question. The answer should include two parts. First, a list of all the PROMPTS in sequence that you communicated with ChatGPT. Second, a roughly 800 words answer in essay format.

    b. Compare this with your experience in playing the Beer Game earlier. What are the points that your experience playing the Beer Game can confirm?

    c. Discuss one of your personal, real-life experiences, that can be explained by using the Bullwhip Effect theory.

    d. Give your suggestions, based on your own experience, to improve the effectiveness of the game in this course.

2. **Simulation game (50%)**

    a. Why many instructors use simulation games as a means to teach business concepts? Provide a comparison of using lecture vs. simulation games in classrooms. Make use of ChatGPT, as specified in the previous questions.

    b. Evaluate the use of both the bear game and the 8-cross business simulation that you played this term, against the analysis in the previous part of the question.

    c. What have you learnt through playing the games.

Upload your answer by April 24, 2024, before noon to the following: https://mega.linkin.tw/index.php/s/2pyRR998gWpdtAg