

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

- a. Please explain the concept of Bullwhip Effect, and provide a concrete example of this phenomena in real life. Discuss how you would mitigate its negative impact, both from the business and 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 1000 words answer in essay format.
- b. Provide a concise evaluation of the answer provided by ChatGPT.
- c. Compare this with your experience in playing the Beer Game earlier.
- d. Discuss a current phenomenon locally, that can be explained by using the Bullwhip Effect theory.

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

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Send your answer to [ckfarn@gmail.com](mailto:ckfarn@gmail.com) by May 2, 2023, before 23:59.