Assignment 2

1. Exercise 1 of Chap. 10. Assume its plants operate 365 days/yr. (10 marks)

2. Answer Discussion Questions 7 and 9 of Chap 11 (note: Amazon.com is the largest online store (US based), and Borders is a US bookstore chain). (10 marks)

3. Exercise 2 Chap 11 (Best Buy is a US based counterpart of Broadway, Fortress or Gome; it entered China in 2006.) (15 marks)

4. Exercise 6 of Chap 11. (20 marks) (Hint: look at HP case study)

5. Discussed questions 1, 2, 3, 5 & 6 of Chapter 12. (20 marks)

6. Discussion questions 5 & 6 of Chapter 17 (10 marks)

7. Discuss how each of the following helps to alleviate the bullwhip effect: (15 marks, 3 marks for each)
   a) Faster deliveries (for order replenishment)
   b) Collaborative forecasts
   c) Everyday low pricing
   d) Use of third party logistics
   e) Internet and on-line ordering