Readings:


Questions:

1. List some problems associated with global supply chains.

2. List the causes of the bullwhip effect.

3. List measures that can be taken to reduce the bullwhip effect.

4. List types of data that are shared in an attempt to improve supply chain performance.

5. Describe three models of information sharing in the supply chain.

6. Which problems have to be addressed in the sharing of information between parties in the supply chain?

7. Which causes of the bullwhip effect can be corrected by the sharing of information?

8. Which causes of the bullwhip effect might not be corrected by the sharing of information? (Imagine you are a manufacturer, and you receive consumer demand data directly from the retailer. Will this necessarily improve your situation? Why or why not?)
9. How can some of the shortcomings of information sharing alone for correcting the bullwhip effect be dealt with?

10. What is the difference between echelon-based inventory control and non-echelon-based inventory control? Give an example.