

RA62200 Management Information Systems / Spring 2009

Homework Assignment: Case 6

(Due 5/15)

Qualcomm in China (A) by Joel West and Justin Tan (Case# 9B01M073)

1. Does Qualcomm have any competitive advantage? If yes, what are they? If no, why not?
2. Does time-to-market matter when enact new technology?
3. Which specific risks has Qualcomm faced in its efforts to gain adoption of CDMA in China?
4. If your organization were to enact new technology, what actions would you suggest to ensure your firm would get the results it hopes for?