

HP Printer Case Study & Questions

Due: Wednesday, November 14, 2012

Read: Hewlett-Packard Company: Universal Power Supply for Printer Design? (p.357)

The questions on the last page of the case study (p. 365) are there to stimulate your thoughts as you analyze the case.

For the written assignment, please answer the following questions in less than one page.

- 1.) What do you recommend HP do about the universal power supply, and why?
- 2.) Five functional managers are discussed in the case:
 - a.) Marketing
 - b.) Product Design & Development
 - c.) Finance
 - d.) Manufacturing Engineering
 - e.) Distribution

What do you believe are the primary measures of each department's performance, and how do they affect the manager's views about this decision?

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Fall 2012

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