**IS 501 – ASSIGNMENT 4**

**Part 1**

Read the case study “Getting Social with Customers”, attached together with this file and answer the following questions.

1. Assess the management, organization, and technology issues for using social media technology to engage with customers.
2. What are the advantages and disadvantages of using social media for advertising, brand building, market research, and customer service?
3. Give an example of a business decision in this case study that was facilitated by using social media to interact with customers.
4. Should all companies use social media technology for customer service and marketing? Why or why not? What kinds of companies are best suited to use these platforms?

**Part 2**

Read the case study “Walmart and Amazon Duke It Out for E-commerce Supremacy”, attached together with this file and answer the following questions.

1. Analyze Walmart and Amazon.com using the competitive forces and value chain models.
2. Compare Walmart and Amazon’s business models and business strategies.
3. What role does information technology play in each of these businesses? How is it helping them refine their business strategies?
4. Will Walmart be successful against Amazon.com? Explain your answer.

**Important notes:**

1. You should upload your files through the Assignment tool in ODTUClass. The files should be in either **Word** or **PDF** formats.
2. Please adhere to **academic rules and ethics** in preparing your assignments. Plagiarism is not allowed. Plagiarism checker tools will be used.
3. **In answering the questions**, please note there may not be a definite answer and one sentence replies may not get full marks. You should explain and justify your responses.