BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF INTELLIGENCE AND SECURITY STUDIES

BACHELOR OF COMMERCE HONOURS DEGREE IN FINANCIAL INTELLIGENCE PART 4

FI414: BUSINESS INTELLIGENCE

DURATION: 3 HOURS (100 marks)

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Each question carries 25 marks.
3. Cell phones are not allowed into the examination room.
4. Begin each fresh answer on a new page.

QUESTION 1
Explain the following terms as they relate to the field of Business Intelligence:
i) Business ethics   (5)
ii) Artificial Intelligence   (5)
iii) Data mining   (5)
iv) Scenario analysis   (5)
v) Data warehouse   (5)
[Total marks: 25]

QUESTION 2
a) Outline the benefits of big data analytics.   (10)
b) Discuss the challenges that are associated with big data analytics.   (15)
[Total marks: 25]

QUESTION 3
'Business Intelligence should be underpinned by quality data'. Discuss any **four** traits of data quality.   [25 marks]

QUESTION 4

Evaluate social media as a source of Business Intelligence. **[25 marks]**

QUESTION 5

Clearly demonstrate the value of Michael Porter's five forces model in Competitive
Intelligence. **[25 marks]**

QUESTION 6

You have been tasked by your newly established organisation to make a presentation on data
warehousing and data mining. Clearly highlight the issues that you will cover in your
presentation. **[25 marks]**

END OF EXAMINATION PAPER