BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT OF COMPUTER SCIENCE

BSc HONS DEGREE IN INFORMATION TECHNOLOGY

SWE416 - BUSINESS INTELLIGENCE

2 HOURS 30 MINUTES

INSTRUCTION TO CANDIDATES

JUN 2025

Paper consists of 5 questions
Answer **all** questions

Each question carries **20 marks**. Total marks are **100**.

Question 1

a) Explain what you understand by natural language processing.   [5 marks]
b) Outline the roles of business intelligence in modern business with examples.

[10 marks]

c) Define key performance indicators (KPIs) and explain how they are used in Business Intelligence.

[5 marks]

Question 2

a) Briefly explain the stages of business intelligence development.

[10 marks]

b) You are working as a business intelligence analyst for a retail company and have been asked to design a dashboard to track sales performance. Explain how you would approach this task.

[10 marks]

Question 3

Explain the enabling factors in business intelligence projects.   [20 marks]

Question 4

a) Explain what you understand by knowledge delivery.   [5 marks]

b) Differentiate between a data warehouse and a traditional database.

[5 marks]

c) Explain in detail the different types of consumers of the results from the BI and analytics environment.　　　　　　　　　　　　　　　[10 marks]

Question 5

a) Data visualization is an integral part of business intelligence. Discuss the different types of visualization modes used in business intelligence.

[10 marks]

b) Define what is meant by supply chain and explain its purpose.

[10 marks]

***********END OF PAPER**********