UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE

DEPARTMENT OF INTELLIGENCE & SECURITY

BACHELOR OF COMMERCE HONOURS DEGREE IN FINANCIAL INTELLIGENCE
PART 4

FI414 BUSINESS INTELLIGENCE

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

NOV 2024

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
Discuss the importance Of BI in the financial sector of Zimbabwe. [25 marks]

Question 2
With reference to an institution of higher learning, discuss the benefits of using a data warehouse. [25 marks]

Question 3
Compare and contrast SWOT analysis and PESTLE analysis as applied in industry analysis.
[25 marks]

Question 4
With the aid of a diagram, describe Porter's Five Forces Model with reference to the financial sector. [25 marks]

Question 5

Discuss the pros and cons of using Social Media as a source of Business Intelligence at an organization. [25 marks]

Question 6
Discuss the uses of AI in the financial sector of Zimbabwe citing applications which are currently used in the sector. [25 marks]

End of Paper