R20 Regulation *Subject code: 3P6HA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

B.Tech VI Semester Supplementary Examinations, April 2026

BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 70 Date: 13.04.2026 Duration: 3 hours

Note: **1.This question paper contains two parts A and B.**
2. Part A is compulsory which carries 20 marks. Answer all questions in Part A.
3. Part B consists of 5 Units. Answer any one full question from each unit.
4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A

All the following questions carry equal marks (10X2M=20 Marks)		Marks	CO	BTL
1	Define business intelligence.	2M	1	L1
2	State the objectives of business intelligence.	2M	1	L1
3	What is intelligence?	2M	2	L1
4	Define security.	2M	2	L1
5	List out indicators of KPIs.	2M	3	L1
6	What is data mining?	2M	3	L1
7	Define data visualization.	2M	4	L1
8	Mention the various qualifications required at each level of intelligence cycle.	2M	4	L1
9	Mention any five BI software.	2M	5	L1
10	What are the challenges and limitations of crypto-analysis?	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Explain the key stages of the business intelligence process, and how do they facilitate decision-making and strategic planning.	10M	1	L2
	OR			
12	Distinction between data, information and intelligence.	10M	1	L2
13	List out the key stages involved in intelligence working process.	10M	2	L2
	OR			
14	What role does emerging technology, such as artificial intelligence and machine learning, play in meeting the demands for information gathering in business intelligence?	10M	2	L2
15	Explain in detail the methodologies and techniques used to develop intelligence models for personal and relational analysis in business intelligence.	10M	3	L2
	OR			

16	How does the industry analysis inform the company analysis in personal and relational analysis within business intelligence?	10M	3	L2
17	How can organizations protect themselves against industrial espionage from competitors or malicious actors?	10M	4	L2
	OR			
18	List out the required qualifications at different stages of the intelligence cycle.	10M	4	L2
19	Explain the theory of modern techniques of crypto analysis.	10M	5	L2
	OR			
20	What skills and expertise are required to build a high-performing business intelligence team.	10M	5	L2