R22 Regulation *Subject code:4H5HA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech V Semester Supplementary Examinations, April 2026

BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 60 Date:17.04.2026 Duration: 3 hours

Note: **1.This question paper contains two parts A and B.**
2. Part A is compulsory which carries 10 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 (10X1M=10 Marks)		Marks	CO	BTL
1.a)	What is information asymmetry?	1M	1	L1
b)	Distinguish between private and public intelligence. .	1M	1	L4
c)	List any two intelligence strategies used in organizations	1M	2	L2
d)	Discuss the academic and organizational relevance of intelligence.	1M	2	L1
e)	Identify the steps to develop an intelligence model..	1M	3	L3
f)	Explain SWOT analysis in company analysis.	1M	3	L5
g)	Outline ethical limits in private organizations regarding intelligence.	1M	4	L2
h)	What is legal hiring?	1M	4	L1
i)	Interpret main roles in an effective BI team.	1M	5	L5
j)	Define crypto analysis.	1M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
2	a) Discuss how information asymmetry created for competitive advantage to a company. b) Discuss the role of Business Intelligence in organizational decision-making.	5M 5M	1	L6
	OR			
3	a) Distinguish private and public intelligence with suitable examples. b) Analyze how BI processes convert raw data into actionable intelligence for business.	5M 5M	1	L4
4	a) Determine the demands on information gathering and the strategies used. b) Interpret how failure in one component of the tripod led to organizational loss.	5M 5M	2	L5
	OR			
5	a) Construct the tripod model: intelligence, security, and counterintelligence in organizations. b) Construct the role of intelligence working system process.	5M 5M	2	L3

6	a) Discuss how cultural, social, and relational factors influence the effectiveness of company intelligence models. b) Examine the challenges companies face when conducting industry and company analysis in dynamic markets.	5M 5M	3	L4
	OR			
7	a) Discuss the importance of personal and relational analysis in understanding corporate decision-making structures. b) Elaborate the use of technology and analytics tools in enhancing the accuracy of company and industry analysis.	5M 5M	3	L6
8	a) Examine the poor implementation of the intelligence cycle led to strategic failure with an example. b) Examine how qualifications and skills at different stages of the intelligence cycle impact intelligence quality.	5M 5M	4	L4
	OR			
9	a) Evaluate the role of language clarity and logical analysis in producing actionable intelligence reports. b) Explain the ethical guidelines into each stage of the intelligence cycle.	5M 5M	4	L5
10	a) Examine how BI software can be used to identify new market opportunities and customer trends. b) Examine the importance of leadership and management practices in maintaining an effective BI team.	5M 5M	5	L6
	OR			
11	a) How the impact of advanced analytics and data visualization tools on the efficiency of BI teams? b) List the benefits and risks of using cryptanalysis in corporate data protection.	5M 5M	5	L1