



R20 Regulation

Subject code: 3P6HA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, February 2024

BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 70

Date:15.02.2024 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 which carries 10M.
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)		CO	Bloom Tx
1	Differentiate between Private Vs. Public Intelligence.	CO1	L4
2	Write about Information Asymmetry?	CO1	L1
3	What are the BI Security Issues.	CO2	L1
4	Write the Demand on Information gathering?	CO2	L1
5	What is Relational Perspective of an Organization.	CO3	L1
6	What is the Industry Analysis.	CO3	L1
7	Differentiate between Personal Vs. relational analysis.	CO4	L4
8	Write the Intelligence Cycle?	CO4	L1
9	How to Manage Effective Business Team.	CO5	L1
10	What is Crypto Analysis?	CO5	L1

Part-B

Answer All the following questions.

(5X10M=50Marks)

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| 11 | A. Discuss the various Strategies of Information gathering.
B. What kind of value does business intelligence produce? [5+5] | CO1 | L4 |
| OR | | | |
| 12 | A. Discuss the major issues in implementing BI.
B. Give a detailed description of the business intelligence process. [5+5] | CO1 | L4 |
| 13 | A. Give a brief introduction to counterintelligence.
B. How to create an intelligence strategy for business. [5+5] | CO2 | L1 |
| OR | | | |
| 14 | A. What exactly is organizational intelligence? Compare and contrast the components of organizational intelligence.
B. Discuss Brief about Intelligence strategies and Demand on information gathering. [5+5] | CO2 | L1 |
| 15 | A. Briefly analyze the connection between industry and company.
B. Describe the instrumental perspective of an organization. [5+5] | CO3 | L4 |
| OR | | | |
| 16 | A. Discuss the scope for language Analysis | CO3 | L4 |

- B. Explain regarding the abilities that are needed at various points in the intelligence cycle. [5+5]
- 17 A. What is Employee Poaching? Discuss the Strategies to prevent it. CO4
 B. Describe the process used to create the intelligence model. [5+5] L2
 OR
- 18 A. How does industrial espionage work? Various kinds of industrial CO4
 espionage. L4
 B. Briefly describe the legal concerns surrounding business intelligence in the private sector. [5+5]
- 19 A. Describe the justifications for utilizing business intelligence CO5
 software. L4
 B. Explain the modern methods of crypto analysis. [5+5]
 OR
- 20 A. Describe the BI Team. How can to organize a successful BI team? CO5
 B. Explain about the technological tools used in intelligence and L4
 counterintelligence. [5+5]