



R20 Regulation

Subject code: 3P6HA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Regular/Supplementary Examinations, July 2024

BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 70

Date:19.07.2024 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	Define private intelligence.		1	L1
2	What is asymmetry?		1	L1
3	Write the need for data security.		2	L2
4	Define Business Intelligence.		2	L1
5	Write the applications of industry analysis?		3	L3
6	Define Company analysis.		3	L1
7	Define espionage.		4	L1
8	Describe intelligence cycle.		4	L2
9	What is BI software?		5	L1
10	Define the counter intelligence.		5	L1

Part-B

Answer All the following questions.		(5X10M=50Marks)		
11	Explain the role of BI in achieving business excellence with relevant examples. [10]		1	L2
OR				
12	Describe the process of business intelligence in detail. [10]		1	L1
13	What is tripod? Discuss the process of evaluating a tripod. [10]		2	L1
OR				
14	Discuss the various intelligence strategies and how are they useful in information gathering? [10]		2	L2
15	Evaluate the role of industry analysis and company analysis in building business intelligence. [10]		3	L4
OR				
16	What is the role of intelligence model in conducting business analysis? [10]		3	L2

17	Define Intelligence cycle stages and qualifications required at different stages of the cycle. [10]	4	L1
	OR		
18	"Language is a crucial element in business intelligence." Do you agree or disagree? Support your answer with suitable examples. [10]	4	L5
19	Suggest some measures to manage and organize an effective BI team. [10]	5	L5
	OR		
20	Explain various BI software tools in detail. [10]	5	L5