



R20 Regulation

Subject code:3P6HA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, May 2025

BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 70

Date: 16.06.2025

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	Write a short note on Importance of Business Intelligence (BI)?	2M	1	L1
2	Define Business Intelligence.	2M	1	L1
3	What are the three pillars of the intelligence tripod?	2M	2	L1
4	What are some common intelligence strategies?	2M	2	L1
5	What is relational analysis?	2M	3	L1
6	What is the intelligence model?	2M	3	L1
7	How can the intelligence model be used in industry analysis?	2M	4	L1
8	What are some common challenges faced by BI teams?	2M	4	L1
9	What is business intelligence on the web?	2M	5	L1
10	What is industrial espionage?	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)				
		Marks	CO	BTL
11	How does the BI process differ from traditional data analysis, and what are the benefits of using a BI approach?	10M	1	L2
	OR			
12	What are the key advantages of business intelligence system?	10M	1	L2
13	What are some common intelligence strategies, and how are they used?	10M	2	L2
	OR			
14	What is the connection between industry and company analysis?	10M	2	L2
15	Explain the intelligence working process, step by step.	10M	3	L2
	OR			
16	How is intelligence used in decision making, and what are some examples of this in action?	10M	3	L2
17	What are some common mistakes to avoid when conducting industry analysis?	10M	4	L2
	OR			
18	What are the key skills required for a successful BI team?	10M	4	L2
19	What are some strategies for effective BI team management?	10M	5	L2
	OR			
20	What are the challenges faced by BI teams?	10M	5	L2