



R22 Regulation

Subject code:4H5HA

**TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**

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

**B.Tech V Semester Supplementary Examinations, May 2025**

**BUSINESS INTELLIGENCE**

(CSE(DS))

Maximum Marks: 60

Date: 19.06.2025

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	Bloom Tx
1.a)	Define Business Intelligence.	1M	1	1
b)	What is meant by Information Asymmetry?	1M	1	1
c)	What are the three key components of the "tripod" in intelligence functions?	1M	2	1
d)	Where is the intelligence function typically placed within an organization	1M	2	1
e)	What is the relationship between industry analysis and company analysis?	1M	3	1
f)	What is relational analysis in the context of organizations?	1M	3	1
g)	Which stage of the intelligence cycle involves collecting raw data from various sources?	1M	4	1
h)	What is the primary goal of the dissemination stage in the intelligence cycle?	1M	4	1
i)	How does technical equipment enhance the effectiveness of private organizations' intelligence activities?	1M	5	1
j)	Which roles are typically found in a BI team?	1M	5	1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2	What is Business Intelligence (BI), and why is it important for decision-making in organizations?	10M	1	1
OR				
3	How does data mining work, and what role does it play in the BI process?	10M	1	1
4	What is meant by the "Intelligence Tripod" and how do intelligence, security, and counterintelligence work together in a comprehensive intelligence framework?	10M	2	1
OR				
5	What are the educational requirements and career paths for professionals working in the intelligence function of an organization?	10M	2	1

6	What are the main differences between industry analysis and company analysis, and how do they complement each other in strategic decision-making?	10M	3	1
	OR			
7	What is the difference between the instrumental and relational perspectives on organizations, and how do these perspectives affect company analysis?	10M	3	1
8	What are the key stages of the Intelligence Cycle, and how does each stage contribute to the overall intelligence process?	10M	4	1
	OR			
9	How do the educational backgrounds and professional experiences of intelligence professionals differ across the stages of the Intelligence Cycle?	10M	4	1
10	How can BI software help businesses identify new market trends, optimize operations, and improve customer experience?	10M	5	1
	OR			
11	What are the latest advancements in technical equipment for both intelligence and counterintelligence, such as AI-powered analysis tools or advanced cryptography techniques?	10M	5	1