



R20 Regulation

Subject code:3P6HA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, December 2024

BUSINESS INTELLIGENCE

(CSE (DS))

Maximum Marks: 70

Date:10.01.2025

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 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 business intelligence.	1	L1
2	State the objectives of business intelligence.	1	L1
3	What is intelligence?	2	L1
4	What is counter intelligence?	2	L1
5	what are the key differences between personal analysis and relational analysis.	3	L1
6	List out indicators of KPIs.	3	L1
7	Define data visualization.	4	L1
8	Mention the various qualifications required at each level of intelligence cycle.	4	L1
9	Mention any 5 BI software.	5	L1
10	What are the challenges and limitations of crypto-analysis?	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		CO	Bloom Tx
11	Explain the key stages of the business intelligence process, and how do they facilitate decision-making and strategic planning? [10M]	1	L2
OR			
12	Distinction between data, information and intelligence. [10M]	1	L2
13	Explain the intelligence demand on information gathering. [10M]	2	L2
OR			
14	How can businesses adapt counterintelligence techniques to mitigate risks such as data breaches and insider threats in business intelligence operations? [10M]	2	L2
15	Explain in detail the methodologies and techniques used to develop intelligence models for personal and relational analysis in business intelligence? [10M]	3	L2
OR			

16	What are the best practices for conducting analysis of personal and relational factors within organizations using business intelligence tools and techniques? [10M]	3	L2
17	List out the required qualifications at different stages of the intelligence cycle. [10M]	4	L2
	OR		
18	Discuss the ethical considerations involved in conducting intelligence activities within private organizations? [10M]	4	L2
19	Explain BI software and its opportunities in detail. [10M]	5	L2
	OR		
20	Explain the theory of modern techniques of crypto analysis. [10M]	5	L2