



R22 Regulation
TKR COLLEGE OF ENGINEERING AND TECHNOLOGY
 (Autonomous, Accredited by NAAC with 'A+' Grade)

Subject code: 4H5HA

B.Tech V Semester Regular Examinations, December 2024
BUSINESS INTELLIGENCE
(CSE(DS))

Maximum Marks: 60

Date: 28.12.2024

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)		CO	Bloom Tx
1.a)	List out any two Strategies of Information Gathering.	1	4
b)	Distinguish Between Intelligence & Information.	1	4
c)	What is the first step in the intelligence process?	2	1
d)	What is the role of data mining in intelligence gathering?	2	1
e)	What is the first step in conducting an industry or company analysis?	3	1
f)	What role does environmental scanning play in industry analysis?	3	1
g)	Which stage of the intelligence cycle involves collecting raw data from various sources?	4	1
h)	Define the importance of Business Intelligence?	4	1
i)	Which types of technical equipment are used by nation-states for intelligence purposes?	5	1
j)	What is crypto analysis?	5	1

Part-B

Answer All the following questions. (5X10M=50Marks)		CO	Bloom Tx
2	What are some common tools and technologies used in BI? [10M]	1	1
	OR		
3	Explain the ethical considerations related to gathering and using intelligence, both public and private? [10M]	1	3
4	How do intelligence analysts ensure the accuracy and relevance of the information they process during the intelligence working process? [10M]	2	2
	OR		
5	Explain the key strategies organizations or governments use to gather intelligence, and how do these strategies evolve over time? [10M]	2	3
6	Evaluate the benefits of Business Intelligence [10M]	3	4
	OR		
7	Explain the role of data gathering and analysis in developing an effective intelligence model for both industry and company analysis? [10M]	3	3
8	Explain the role of language in the intelligence analysis process, and why is it important to use clear and precise language? [10M]	4	3

	OR		
9	How do ethical considerations impact the use of open-source intelligence (OSINT) in comparison to proprietary or confidential data? [10M]	4	2
10	Explain the core roles and responsibilities within a Business Intelligence (BI) team? [10M]	5	3
	OR		
11	Explain the ethical responsibilities of a BI team when gathering data, particularly in the case of sensitive or personal information? [10M]	5	3