



R20 Regulation

Subject code: 3P6HA

# TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, November 2025

## BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 70

Date: 19.11.2025

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	List out its importance of business intelligence.	2M	1	L1
2	Define data.	2M	1	L1
3	Write any two intelligence strategies on information gathering.	2M	2	L1
4	Define security.	2M	2	L1
5	Write the process of conducting analysis within a BI framework.	2M	3	L1
6	What is data mining?	2M	3	L1
7	Write about industrial espionage.	2M	4	L1
8	Define intelligence cycle.	2M	4	L1
9	What are the challenges of crypto-analysis?	2M	5	L1
10	What are the key responsibilities within a business intelligence team?	2M	5	L1

### Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Discuss the concept of business intelligence in detail and explain its benefits.	10M	1	L2
OR				
12	List out the various differences between data, information and intelligence.	10M	1	L2
13	Define intelligence. Explain the key stages involved in intelligence working process.	10M	2	L2
OR				
14	Describe the intelligence demand on information gathering.	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	What are the key roles and responsibilities within a business intelligence team, and how do they contribute to organizational success?	10M	5	L2