



R22 Regulation

Subject code: 4H5HA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech V Semester Regular/Supplementary Examinations, November 2025

BUSINESS INTELLIGENCE

(CSE(DS))

Maximum Marks: 60

Date: 20.11.2025

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 (BI).	1M	1	L1
b)	List out the benefits of BI.	1M	1	L1
c)	List the three components of the intelligence tripod?	1M	2	L2
d)	Define security in the context of intelligence.	1M	2	L1
e)	Identify the instrumental and relational perspectives.	1M	3	L3
f)	Write Porter's Five Forces analysis.	1M	3	L5
g)	Outline the stages of the intelligence cycle.	1M	4	L2
h)	What is industrial espionage.	1M	4	L1
i)	Interpret the key skills required in an effective BI team.	1M	5	L5
j)	Define counterintelligence.	1M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2	a) Discuss how BI provides a competitive advantage to a company.	5M	1	L4
	b) Distinguish between data, information and intelligence.	5M		
OR				
3	a) Distinguish between the effectiveness of private vs public intelligence in a competitive market.	5M	1	L4
	b) Analyze how information asymmetry affects negotiations.	5M		
4	a) Determine the challenges of balancing intelligence gathering with ethical requirements.	5M	2	L5
	b) Interpret the role of academic programs in enhancing intelligence capabilities.	5M		
OR				
5	a) Construct the flow of the intelligence working process with examples.	5M	2	L3
	b) Apply the role of academic placement of intelligence studies?	5M		
6	a) Distinguish between the instrumental and relational perspectives in organizations.	5M	3	L4

	b) Examine how personal and relational factors within an organization influence strategic decision-making.	5M		
	OR			
7	a) Discuss the relationship between industry analysis and company analysis. b) Elaborate the use of intelligence models in understanding competitor strategies.	5M 5M	3	L6
8	a) Distinguish between legal hiring and unethical industrial espionage. b) Examine the required qualifications used at different stages of intelligence cycle.	5M 5M	4	L4
	OR			
9	a) Explain the scope and logic of language used in intelligence analysis. b) Explain the benefits of hiring competitor employees to gain intelligence.	5M 5M	4	L5
10	a) Examine the technical intelligence tools used by nation states versus private companies. b) Examine the challenges of managing a BI team in a rapidly changing technological environment.	5M 5M	5	L6
	OR			
11	a) How modern crypto analysis techniques can protect organizational information. b) List out common business opportunities created by BI software.	5M 5M	5	L1