



R20 Regulation

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

Subject code:3P6HA

**B.Tech VI Semester Regular Examinations, June/July 2023**

**BUSINESS INTELLIGENCE**  
(CSE(DS))

**Maximum Marks: 70**

Date:22.06.2023 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)

- 1 What is Business Intelligence governance?
- 2 What is Intelligence Gathering?
- 3 Write a Short note on Security Issue in BI.
- 4 Demand on Information gathering.
- 5 Relational Perspective of an Organization.
- 6 Write note on Industry & Company Analysis.
- 7 Discuss the scope for language Analysis
- 8 Define data and information.
- 9 How to Manage Effective Business Team.
- 10 What is Crypto Analysis?

Part-B

Answer All the following questions.

(5X10M=50Marks)

- 11 A. Describe the Process of Business Intelligence in detail. [5M]  
B. How does Business Intelligence create value? [5M]
- 12 A. How Intelligence create and used in BI? [5M]  
B. Discuss the various Strategies of Information gathering. [5M]
- 13 A. Provide an overview of Counter Intelligence. [5M]  
B. Elucidate the Intelligence working process. [5M]

OR

- 14 A. What is Organizational Intelligence? Discus the elements of organizational intelligence. [5M]  
B. How to develop Business Intelligence Strategy. [5M]
- 15 A. Discuss the relationship of Industry to the company analysis. [5M]  
B. Explain Instrumental Perspective of Organization. [5M]

OR

- 16 A. Compare and Contrast between Personal and Relational Analysis. [5M]  
B. Discuss how the intelligence Model is developed. [5M]
- 17 A. Explain the Cyclic Process of Intelligence Creations. [5M]  
B. Discuss the required qualification at different stages of intelligence cycle. [5M]

OR

- 18 A. What is Industrial Espionage? Types of Industrial Espionage. [5M]  
B. Explain, briefly, the legal issues related to Business Intelligence in Private Organization. [5M]
- 19 A. Discuss Reasons why you need Business Intelligence software. [5M]  
B. Briefly explain the modern techniques of Crypto Analysis. [5M]

OR

- 20 A. What is BI Team? How to Organize effective BI Team? [5M]  
B. Discuss the Technical equipment of intelligence and counterintelligence. [5M]