UNIT-1

**Short questions:**

1. What is Business Intelligence (BI)?
2. Define Business Intelligence.
3. How do you choose the right BI tools?
4. What are the different types of intelligence studies?
5. What are the means for conducting private and public intelligence?
6. What are the strategies for information gathering?
7. What is the difference between intelligence, information and data?
8. What is information asymmetry?
9. How does information asymmetry create a competitive advantage?
10. Why is understanding the BI process important in a global world?

**Long questions:**

1. What are the key components of the field of business intelligence, and how do they impact decision-making in a global context?
2. How does the BI process differ from traditional data analysis, and what are the benefits of using a BI approach?
3. What factors should be considered when choosing BI tools, and how do these tools affect the overall effectiveness of intelligence studies?
4. What are the differences between private and public intelligence studies, and how do they inform different types of decision-making?
5. What are the key advantages of business intelligence system?
6. How do the strategies for information gathering vary based on the type of intelligence study being conducted?
7. What is the distinction between intelligence, information and data, and how does this impact decision-making?
8. How does information asymmetry affect competition in global markets, and what are the implications for businesses operating in these markets?
9. What are the advantages and disadvantages of using different means for conducting private and public intelligence studies?
10. How can businesses use private and public intelligence studies to gain a competitive advantage, and what are the potential risks associated with these approaches?

UNIT-2

**Short questions:**

1. What are the three pillars of the intelligence tripod?
2. How the intelligence function is typically organized within an organization?
3. What is the intelligence working process?
4. What are some common intelligence strategies?
5. What are the key demands placed on information gathering in intelligence work?
6. What is the relationship between intelligence and security?
7. What is the relationship between intelligence and counterintelligence?
8. What is the academic discipline that studies intelligence?
9. What is the role of technology in intelligence gathering?
10. What are some ethical considerations in intelligence work?

**Long questions:**

1. Can you explain the concept of the tripod in intelligence and its three components?
2. What is the usual placement of the intelligence function in organizations, and why is this important?
3. How does security and counterintelligence factor into the intelligence process?
4. Can you walk me through the intelligence working process, step by step?
5. What are some common intelligence strategies, and how are they used?
6. Why is information gathering such a crucial aspect of intelligence, and what are some methods for doing so?
7. What are some of the demands placed on information gathering in intelligence, and how can these be managed effectively?
8. How is intelligence used in decision making, and what are some examples of this in action?
9. What is the relationship between intelligence and national security, and how do they intersect?
10. How can organizations and governments effectively balance the demands of intelligence gathering with the need for privacy and civil liberties?

UNIT-3

**Short questions:**

1. How does industry analysis relate to company analysis?
2. What is the instrumental perspective on organizations?
3. What is the relational perspective on organizations?
4. What is personal analysis?
5. What is relational analysis?
6. What is the intelligence model?
7. How can the intelligence model be used in industry analysis?
8. How can the intelligence model be used in company analysis?
9. What are some challenges in conducting industry analysis?
10. What are some challenges in conducting company analysis?

**Long questions:**

1. What is the connection between industry and company analysis?
2. What is the main focus of the instrumental perspective on organizations?
3. What is the main focus of the relational perspective on organizations?
4. What is personal analysis and how is it different from relational analysis?
5. What is the purpose of the intelligence model in industry analysis?
6. How can the intelligence model be applied in company analysis?
7. What are some key factors to consider when conducting industry analysis?
8. What are some key factors to consider when conducting company analysis?
9. What are some common mistakes to avoid when conducting industry analysis?
10. What are some common mistakes to avoid when conducting company analysis?

UNIT-4

**Short questions:**

1. What are the stages of the intelligence cycle?
2. What qualifications are required for different stages of the intelligence cycle?
3. What is the scope of language for analysis in the intelligence cycle?
4. What is business intelligence software?
5. What is business intelligence on the web?
6. What are the ethical limits in private organizations regarding intelligence gathering?
7. What are the legal limits in private organizations regarding intelligence gathering?
8. What is industrial espionage?
9. What is the fine line of hiring competitor's employees?
10. How can industrial espionage affect a company's reputation?

**Long questions:**

1. What is the logic behind the language used for analysis in the intelligence cycle?
2. How does business intelligence software help organizations?
3. What are the potential consequences of industrial espionage?
4. What are the ethical implications of hiring competitor's employees?
5. What qualifications are required for the collection stage of the intelligence cycle?
6. What qualifications are required for the analysis stage of the intelligence cycle?
7. How can organizations ensure they are following legal limits in intelligence gathering?
8. What is the role of technology in business intelligence?
9. What are the benefits of using business intelligence on the web?
10. What are the risks of conducting industrial espionage?

UNIT-5

**Short questions:**

1. What are some of the business opportunities offered by BI software?
2. What technical equipment is available to nation states for intelligence gathering?
3. What technical equipment is available to private organizations for intelligence gathering?
4. What is the theory of modern techniques of crypto analysis?
5. How can an effective BI team be managed and organized?
6. What are some key roles within a BI team?
7. How can data visualization help with BI analysis?
8. What are some common challenges faced by BI teams?
9. How can BI software be used to improve customer experience?
10. How does BI software help with decision making?

**Long questions:**

1. What are the benefits of using BI software for businesses?
2. What is the difference between nation states and private organizations in terms of intelligence gathering equipment?
3. What is crypto analysis and how is it used in intelligence gathering?
4. What are some strategies for effective BI team management?
5. What are the key skills required for a successful BI team?
6. How can data visualization improve BI analysis?
7. What are the common obstacles that BI teams face?
8. How can BI software improve customer satisfaction?
9. How does BI software support decision making?
10. What are some limitations of BI software?

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