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School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UG601T - Motor Sport Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) List and explain the key performance indicators (KPIs) used to evaluate the success of a motor sport team in a racing season. K4 (4)
- 2) Determine the communication strategies used by human resource managers to ensure effective communication in high-pressure racing environments within motorsports. K5 (5)
- 3) Assess the impact of technological advancements, such as aerodynamic innovations and hybrid powertrains, on the performance and competitiveness of Formula 1 teams over the past decade. K5 (5)
- 4) Apply strategic planning principles to develop a comprehensive race season schedule for a motor sport team, considering factors such as track characteristics, competitor strengths, and logistical constraints. K3 (6)
- 5) Inspect the regulatory compliance of a motor sport organization, ensuring adherence to technical regulations, sporting rules, and governance requirements set forth by governing bodies such as the Fédération Internationale de l'Automobile (FIA). K4 (8)
- 6) Prove the economic benefits of hosting a major motor sport event in a particular location, quantifying tourism revenue, job creation, infrastructure investments, and media exposure generated by the event. Also, mention the steps taken to mitigate potential risks and challenges associated with hosting a major motor sport event, such as cost overruns, traffic congestion, and environmental concerns, while still maximizing economic benefits. K5 (10)

- 7) The talent development program in motor sports was initiated by a leading racing organization with the aim of identifying and nurturing young racing talents. The program targeted individuals between the ages of 15 to 21 with a passion for motor sports and demonstrated potential in driving skills.

Program Design:

1. Talent Identification: The program began with a rigorous selection process where candidates were evaluated based on driving skills, technical knowledge, physical fitness, and psychological aptitude.
 2. Training Modules: Selected participants underwent comprehensive training modules covering various aspects such as vehicle dynamics, race strategy, fitness training, mental conditioning, and media management.
 3. On-Track Experience: Participants received hands-on experience through structured on-track sessions under the guidance of experienced coaches and drivers.
 4. Mentorship: Each participant was assigned a mentor from the racing organization who provided personalized guidance and support throughout the program.
 5. Performance Evaluation: Regular performance evaluations were conducted to track the progress of participants and identify areas for improvement.
 6. Competition Exposure: Participants were given opportunities to compete in regional and national racing events to gain exposure and experience in competitive racing environments.
- a) What criteria should be considered during the selection process for a talent development program in motor sports? (4 marks)
- b) How can training modules be tailored to address the specific needs of aspiring racing talents? (4 marks)
- c) What role does mentorship play in the development of young racers, and how can mentors be effectively utilized in such programs? (4 marks)