

ADMISSION NUMBER											

**School of Business**  
**Bachelor of Business Administration**  
**Semester End Examination - May 2024**

**Duration : 180 Minutes**  
**Max Marks : 100**

**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) Select the best talent scouting approach for a motor sport team aiming to recruit promising drivers, considering factors such as racing experience, skill sets, and potential for growth. K3 (6)
  
- 2) Imagine you're tasked with selecting the most suitable transportation mode for a professional motor sports team participating in an international racing championship. Choose the optimal transportation mode(s) considering factors such as distance to race tracks, urgency of shipments, cost-effectiveness, and the specific requirements of racing equipment and personnel. Justify your choice(s) and outline the key considerations that influenced your decision-making process. K3 (9)
  
- 3) Inspect the safety protocols and procedures implemented by a motor sport team during a race event, assessing compliance with regulations and identifying areas for improvement. K4 (4)
  
- 4) Assume you are a safety officer for a motor sport event. Develop a risk management plan assuming a high-risk track with challenging terrain and weather conditions. How would you prioritize safety measures, emergency response protocols, and spectator safety initiatives to mitigate risks effectively? K4 (8)
  
- 5) Inspect the role of market research in motor sports by evaluating how racing teams and event organizers utilize consumer insights to inform strategic decisions and enhance fan engagement. Consider the methods and techniques employed in conducting market research within the motor sports industry and analyze the impact of these insights on sponsorship acquisition, fan experience optimization, and overall business success. Additionally, discuss the challenges and opportunities associated with conducting effective market research in a dynamic and competitive environment K4 (8)

6) Decide on the selection of a new race strategy for a motor sport team, considering factors such as track conditions, weather forecasts, and competitor analysis, to optimize performance and maximize race results. K5 (10)

7) Select the optimal vehicle setup for a motor sport race, considering factors such as aerodynamic configuration, suspension settings, and engine mapping, to achieve the desired balance of speed, stability, and agility. What considerations guide the adjustment of suspension settings to achieve the desired balance between responsiveness and stability on different types of race tracks? K5 (10)

8) Read the case and answer the related questions: Maximizing Corporate Sponsorship in Motor Sports : Introduction: Corporate sponsorship plays a vital role in the success and sustainability of motor sports teams, providing crucial financial support and brand exposure. This case study delves into the intricacies of corporate sponsorship in motor sports and how Team Dynamics, a professional racing team, maximized sponsorship opportunities to achieve its objectives. Background: Team Dynamics competes in various motor sports series, including Formula One and endurance racing championships. With a track record of success and a dedicated fan base, the team seeks to secure lucrative sponsorship deals to fund its operations and drive performance on the track. K5 (15)

Corporate Sponsorship Strategies:

1) Strategic Partnerships: Team Dynamics pursued strategic partnerships with corporate sponsors that align with its brand values and marketing objectives. By selecting sponsors that share its commitment to innovation, performance, and sustainability, the team enhanced the credibility and relevance of its sponsorships.

2) Brand Integration: The team ensured seamless integration of sponsor branding across its race cars, uniforms, merchandise, and marketing materials. By prominently featuring sponsor logos and messaging, Team Dynamics maximized brand visibility and exposure for its corporate partners both on and off the track.

3) Activation Initiatives: Team Dynamics developed innovative activation initiatives to engage sponsors and leverage their support for mutual benefit. These initiatives included VIP hospitality events, behind-the-scenes experiences, digital content collaborations, and fan engagement campaigns, fostering strong relationships with sponsors and enhancing their return on investment.

Questions:

a) Justify the importance of strategic partnerships in corporate sponsorship for Team Dynamics. How did aligning with sponsors that share the team's brand values and objectives enhance the credibility and effectiveness of sponsorships? (5 marks)

b) Justify the integration of sponsor branding across various touchpoints for Team Dynamics. How did prominently featuring sponsor logos and messaging contribute to brand visibility and exposure for sponsors both on and off the track? (5 marks)

c) Justify the investment in activation initiatives to engage sponsors and maximize their return on investment for Team Dynamics. How did innovative activation initiatives strengthen relationships with sponsors and enhance their engagement with fans and stakeholders? (5 marks)

- 9) Read the following case and answer the following question: In the context of level two difficulty motor sports, let's explore two prominent disciplines: Rally Racing and Touring Car Racing.

#### Rally Racing:

Rally racing involves high-speed competition on a variety of surfaces, including gravel, tarmac, and snow, often in challenging weather conditions. Drivers compete in timed stages, navigating through narrow and winding tracks marked by sharp turns, jumps, and unpredictable terrain.

#### Characteristics:

**Dynamic Terrain:** Rally stages feature diverse terrain types, requiring drivers to adapt their driving style and vehicle setup to maximize performance on different surfaces.

**Precision Navigation:** Navigators or co-drivers play a crucial role in providing pace notes and guiding drivers through each stage, demanding clear communication and trust between the driver-co-driver duo.

**Endurance and Focus:** Rally events can span multiple days, with competitors facing long hours of intense driving amidst varying environmental conditions, testing their physical and mental endurance.

#### Skills Required:

**Car Control:** Precision driving skills are essential for navigating challenging terrain and maintaining control at high speeds, requiring quick reflexes and intuitive understanding of vehicle dynamics.

**Navigation:** Effective communication and teamwork between the driver and co-driver are vital for accurate navigation through complex rally stages, minimizing errors and optimizing performance.

**Adaptability:** Competitors must adapt to changing conditions, such as surface grip levels, weather patterns, and stage layouts, making split-second decisions to optimize speed and safety.

#### Touring Car Racing:

Touring car racing involves close-wheel-to-wheel competition on closed circuits, with vehicles derived from production cars modified for racing performance. Races typically feature multiple laps around a circuit, with competitors jostling for position in a fiercely contested battle for victory.

#### Characteristics:

**Wheel-to-Wheel Action:** Touring car races are known for their intense and competitive racing, characterized by close-quarters battles, overtaking maneuvers, and strategic positioning throughout the race.

**Technical Regulations:** Strict technical regulations govern vehicle

specifications, ensuring parity and competitiveness among competing teams while allowing for innovation and development within defined parameters.

**Strategic Racecraft:** Races often involve strategic considerations such as tire management, fuel strategy, and pit stop timing, requiring teams to make calculated decisions to gain a competitive advantage over rivals.

**Skills Required:**

**Racecraft:** Competitors must possess exceptional racecraft skills, including spatial awareness, race line optimization, and defensive driving techniques, to navigate through traffic and maintain position amidst fierce competition.

**Strategy:** Tactical decision-making is essential for success in touring car racing, with teams strategizing on pit stop timing, tire changes, and race tactics to optimize track position and race outcomes.

**Consistency:** Consistent performance across multiple laps is crucial for success in touring car racing, requiring drivers to maintain focus, manage tire degradation, and avoid costly mistakes that could compromise race results. In the above races such as Rally Racing and Touring Car Racing,

a) Evaluate the skills required for success in these disciplines and compare the strategic considerations involved in each. Discuss the appeal of level two difficulty motor sports to both amateur enthusiasts and professional racers, highlighting their inclusivity and diversity within the motor sports community (6 marks).

b) Additionally, assess the impact of participating in level two difficulty motor sports on the development of driving proficiency and overall racing experience for competitors (3 marks).

c) Mention the long-term benefits of competitors engaging in motor sports in terms of their overall development as racing athletes. (3 marks)

10) Read the case and answer the related questions: Proposing Effective Strategies for Product Endorsement by Eminent Personalities in the Motorsport Industry. Introduction: Product endorsement by eminent personalities in the motorsport industry has become a prominent marketing strategy for brands seeking to enhance visibility and credibility. This case study delves into the dynamics of product endorsement in motorsport and proposes strategies for maximizing its effectiveness in driving brand recognition and consumer engagement. Background: In recent years, motorsport personalities such as drivers, team owners, and industry influencers have emerged as powerful brand ambassadors, leveraging their fame and expertise to endorse a wide range of products and services. From apparel and automotive accessories to energy drinks and consumer electronics, these endorsements play a crucial role in shaping consumer perceptions and influencing purchasing decisions. Proposed Strategies for Product Endorsement:

1) Strategic Partnership Selection: Proposing a strategic approach to selecting product endorsement partnerships is crucial for ensuring alignment with the personality's image, values, and fan base. By conducting thorough market research and brand analysis, brands can identify products that resonate with the personality's lifestyle, interests, and areas of expertise, thereby enhancing authenticity and credibility.

2) Authentic Brand Integration: Proposing authentic brand integration strategies is essential for ensuring that product endorsements feel natural and organic to the motorsport personality's audience. Instead of blatant product placements, brands should focus on seamlessly integrating products into the personality's content, storytelling, and personal experiences, thereby enhancing relatability and resonance with fans.

3) Engagement-Driven Activation Campaigns: Proposing engagement-driven activation campaigns is key to leveraging the influence of motorsport personalities effectively. By developing interactive and immersive experiences such as social media challenges, fan contests, and behind-the-scenes access, brands can foster meaningful connections between the personality and their audience, driving brand affinity and loyalty.

4) Measurement and ROI Tracking: Proposing robust measurement and ROI tracking mechanisms is essential for evaluating the effectiveness of product endorsement campaigns. By defining clear KPIs such as brand awareness, engagement metrics, and sales conversions, brands can assess the impact of endorsements on key business objectives and refine their strategies accordingly to maximize ROI.

Questions:

a) Propose a framework for selecting product endorsement

partnerships that align with the image and values of motorsport personalities. How can brands identify synergies between their products and the personality's interests, thereby enhancing authenticity and resonance with fans? (6 marks)

b) Propose innovative strategies for integrating endorsed products into motorsport personalities' content and storytelling. How can brands ensure that product placements feel natural and seamless, avoiding overt commercialization and preserving the integrity of the personality's brand? (7 marks)

c) Propose engagement-driven activation campaigns that leverage the influence of motorsport personalities to drive consumer engagement and brand affinity. How can brands develop interactive experiences that encourage fan participation and foster a sense of community around endorsed products? (5 marks).