

section C

Question 6

a) * There are 5 ~~the~~ stages of development.

Stage 1: ~~the~~ forming - when people get together ~~at~~ people on the motorsports team will or might not know each other so forming is the first stage.

stage 2: storming - This is where there is conflict and competition where people start to emerge as leaders or followers.

stage 3: Norming - where the motorsport team should begin to unify or become a unit. So leaders are established and individual role are also established.

stage 4: ~~the~~ performing - Mature team that works well together;

stage 5: Adjourning - That's when all goals have been established and members can be reassigned.

3/4

i) ~~it is~~ for vehicle development and testing
I would want a leader that is

- confident
- Inspirational
- committed and passionate
- good communicator
- accountable

2/5

ii) for Arrange sponsorship funding

- confident
- emotionally intelligent
- Positive energy
- vision and purpose
- good communicator

3/5

iii) for practice and the race weekend

- Great inspiration
- communication skill
- Good at ~~decision~~ decision making
- resilience

2/5

IV) McGregor Douglas theory model

So mcgregor has 2 theory (Theory x, Theory y)
~~this~~ ~~theory~~ Theory x is where an Authoritative
style of management is used. where micro
managing people is needed to get the work done.

a) Explain the stages in the formation of a team and why it is important in motorsport.

Theory Y is more likely to be used in motorsport. This is a participative management style where managers trust employees to take ~~over~~ ownership of what they do and use ~~their~~ their understanding of the employees to ~~use~~ motivate them.

each person on the race team should be very knowledgeable in their own field and take pride in what they do.

so theoretically theory Y works well for motivating a race team.

$\frac{1}{6}$

$\frac{11}{25}$

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Course and Module number: Automotive engineering -
Management Innovation and Sustainability (MSX01176)

Pages: 8 Pages

Questions answered: Q1, Q5, Q6

Section A

Q1,	Project A	Project B
a,		
yr 0	(£44,000)	(£33,000)
yr 1	14,000	11,250
yr 2	18,000	9,750
yr 3	24,000	12,000
yr 4	8,000	16,000

Project A: ~~2~~ two years and 6 month = £44,000
 $14,000 + 18,000 + 12,000 = £44,000$

Project B: three years = 33,000
 $11,250 + 9,750 + 12,000 = £33,000$

$\frac{4}{4}$

b)

$\frac{4}{25}$

Section c

questions

1) Types of sponsorships:

- TV sponsorship: Targeted to a certain demograph
- sport sponsorship: football stadiums (billboards around the pitch), famous players advertising to certain audience.
- famous people sponsorship: Jamie Oliver TV adverts, promotes cook wear for Sainsbury's

A company would spend money on these advertisements for example: TV adverts, famous people, billboard. to get more money back in return. ~~the~~ the company will expect a good return in investment. It depends on how big or small the company is! What's more suitable for that company? for example: If it was a small company, they will be little advertisements like on a newspaper or a poster on a wall, to save on money, or even ~~ad~~ advertise on local social media like Facebook or Twitter or Instagram.

6/8

2) ~~set~~

→
turn over

Section C

B)

Objectives

Identify what the company wants to achieve

Objectives will be to fund the team for the next season.

Strategy

I will use all swansea outlets to promote the team so will

I use a swansea football player to endorse my club. add a competition run through swansea sound with weekly prizes.

Situation

first thing I will have to do is analyse the given situation by conducting a SWOT (strength, weaknesses, opportunity and threats).

S.O.S.T.A.C model

Tactics:

what technique am I willing to use. so local sports heroes, social media, local media like: Swansea sound, The wave. I would use competitions, team endorsements etc

Actions

Hire a person to promote the team.

Control

Track responds to questionnaires through social media, emails, websites etc.

36%

2x/25

6/9
12/25