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Team management exam

2)

a) Sponsorship is a financial or material support by a company for some independent activity. Not usually directly linked to the company's normal business, but support, from which the sponsoring company would hope to benefit. By spending money on a sponsorship it could help increase brand awareness, help to achieve building and enhancing corporate image, changing corporate image. Could help raise awareness of brands restricted by legislation. There are cash sponsors, cash sponsors pay money to be involved in an event. Cash sponsors for majority charity events. In-kind sponsors don't pay money for the exchange of promotion at the event. Instead, they perform services or products based on an exchange of retail cash value.

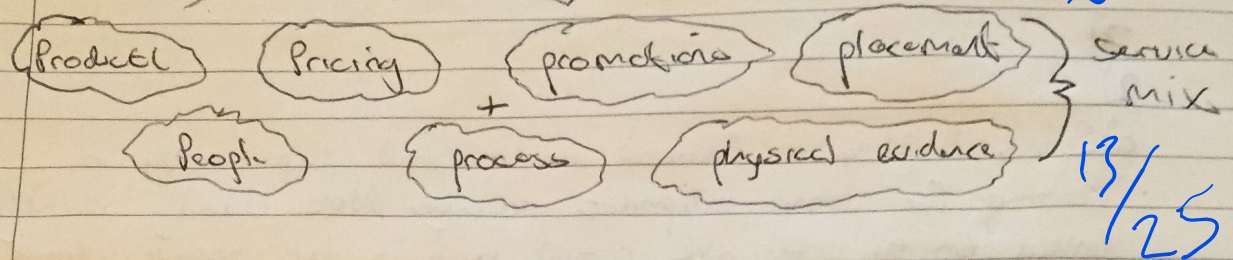
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- b) S - Situation analysis (where are we now)
- O - Objectives (where do we want to go)
- S - Strategy (how do we get there)
- T - Tactics (the details of the strategy)
- A - action (putting the plans to work)
- C - control (monitoring and review)

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In order to get a sponsorship I would perhaps devise a strategy to attend local race tracks and make enquiries following up to season to draw in possible sponsorships and market/advertise the event through social media.

c) A sponsorship can be expanded into the marketing mix such as products.
product marketing mix



3)
a) There are many different ways about forming of a team. Here's one example and it's four stages which are forming, storming, norming and performing. forming is the stage during which co-workers get to know each other and build trust which is essential for good relationships. An absence of trust will mean that the team members are not open with each other. Storming is the stage at which teams address how they will function as a team, including issues of leadership. Norming is the stage of team building involves the agreement of how to divide required work and what role each team member is to play in the accomplishment of the team's goals. Performing is the final phase of team building is the stage at which teams are actually working on the project itself as an everyday functioning team. It is crucially important in motorsport that the forming of a team be at its very best if can in order to compete and work.

4
4

b)
i) Vehicle development and testing. The traits and style for the head of a motorsport company in the situation of vehicle development and testing are a quality tester and rigorous testing as well as quality assurance to ensure the best possible product. $\frac{2}{5}$

ii) Arranging sponsorship funding would require a lot of planned events marketing, advertisement and research. Traits would include a people person, someone recognised and respected. $\frac{2}{5}$

iii) For the practice and race weekend it would require a leader of great decision making and conviction to make the right choices and plan ahead with clear goals on what needs to be achieved. $\frac{4}{5}$

c) The team leader could show them the bigger picture and reason them that one race loss isn't a massive factor and encourage them to improve. $\frac{1}{5}$

The team leader could offer incentives such as money, benefits, bonuses and holidays. $\frac{13}{25}$

4)

1) Orange donkey should undertake non-disclosure agreements when dealing with customers and external companies to help protect their intellectual property.

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2)

a) In order to protect a revised vehicle logo, orange donkey will need to trademark the logo.

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b) A patent can be used for a design of a different wheel as long as it already hasn't been patented.

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c) Again a patent would help protect the design of a special transmission for linking the rear axle to a kinetic energy recovery storage system.

Patents grant an inventor the right to exclude others from producing or using his or her discovery for a limited period of time. A patent is granted to someone who can demonstrate that their invention would not be obvious to someone. After 20 years, a patent expires and anyone can freely exploit the invention.

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$$\frac{38}{75} = 51\frac{1}{6}$$

12/25