



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Bachelor

Date

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Course Code

(CMM201)

COMMUNICATION SKILLS

Instructions:

- يغلق الواجب يوم الإثنين ١ مارس في تمام الساعة ٩ مساءً.
- الواجب سؤال واحد مقالي من ٤ درجات.
- لا تقل عدد الكلمات عن 400 كلمة ولا تزيد عن 600 كلمة.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الإنجليزية.
- يُمنع منعاً باتاً نسخ الإجابة من أي مصدر آخر. عكس ذلك، سيتم إلغاء درجة الواجب تماماً.
- يرجى ضرورة تحويل هذا الملف بعد الإجابة إلى صيغة pdf بعد الانتهاء من الواجب ورفعته على المودل.

Instructor's Name: Dr. Merna Emad

Read the story below and, as you evaluate the passage below, consider whether this behavior is appropriate for this professional context.

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms.

Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanor. Mark’s coworkers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation.

Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’s assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit. Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’s eyes begin to squint and her brow furrow.

She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Answer the following question accordingly:

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?

- In the Mark position, I will be more careful and take into account what has been said about it by my co-workers and I will not change my non-verbal communication and body language. I mean that I will not loosen my tie knots, will not sit with cross legs and will not reflect to be too relaxed. To make a good impression, I will follow some instructions that I have read in some books .

" one of the most important instructions is, "One of the best ways to say "I'm approachable" is to greet others with an open face. With your eyes wide open and eyebrows slightly raised, smiling or with the corners of your mouth upturned, you'll appear friendly, sincere, and ready to engage " .

2. Do you think Mark accurately evaluated the context? Why or why not?

- At first I liked Mark's behaviour when he waited for Mrs. Mills to let him sit down and before that when he was completely ready for an interview despite his colleagues' words about Mrs. Mills, but then Mark's behaviour took a different turn. It should have been official until the end of the interview, and I think the anxiety Mark was previously feeling was the reason, knowing that Mrs. Mills made a good impression at first, but Mark didn't take the opportunity, quite the opposite. So, unfortunately, Mark's behavior was not accurate.

3. What communication factors led to the change in the chief executive officer's disposition?

- According to what I have read, nonverbal communication is the cause . For example, postures are used to draw borders with others, and they are defined as physical behavior sent in the form of a number of expressive movements. The positions of the body differ according to whether a person is alone or with others around him,

when he is alone, he acts on his nature and with greater freedom. Situations are affected and affected by interpersonal relationships .

4. How could the KEYS process help Mark improve his communication skills?

- He will be able to identify the movements and actions he makes in front of others .
- He will be able to assess non-verbal communication or movements that he is aware of or that he is making and will notice how his colleagues and superiors at work deal with nonverbal communication .
- He will know if his actions are right and in proportion to the situation and how others will react to him .
- He will analyze what he has been through and will be able to respond to himself and see if he feels good about himself .