



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name

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Students I.D

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Section

Bachelor

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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 ٦٠٠ 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 Imprint position, I won't change my non-verbal correspondence and non-verbal communication. I imply that I won't release my tie hitches, won't sit with cross legs and won't reflect to be excessively loose from my own disposition. Further, I will discuss efficiency improvement and camaraderie, yet with no assistance of money related commitments. It will make the President think decidedly and concoct the better reaction.

Filling in as a sales rep you should bear all the alerts of your associates as a main priority Granddad and set up all the prerequisites that you will require at the gathering to present to the director The chief likewise should wear a reasonable and formal dress for gatherings and be formal in your dealings

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

No. at first, Imprint read the unique situation, however later on he turned out to be excessively loose and influenced with his feelings. It caused the declaration of his inside musings in regards to the organization strategy, and his managers. It caused the President to comprehend the individual in Imprint contrastingly and acted something else.

Ms. Melis' Chief grinned and understood that she had missed the alerts of his associates, Imprint had not

Acting fastidiously, since he saw Mrs. Melis behind her work area, her looks had blurred

From his memory he named the Underhanded Witch of the West and cautioned his partners about her extreme taking care of.

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

Change in social mentality, getting casual and loosened up approach

prompted the demeanor of the President.

Momentarily, the elements of correspondence are verbal and non-verbal

At the point when he started sharing Mrs. Melis' accounts of his immediate director

Concerning verbal, how he didn't utilize the monetary assets for impetuses and rewards

Furthermore, when he felt entirely alright with Mrs. Melis, Imprint held up

Concerning the non-verbal, he slackens a bowtie and puts one leg on one during the discussion

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

Key interaction will assist Imprint with understanding the message a non verbal correspondence and non-verbal communication sends to the beneficiary. It will help Imprint in regards to the Do's and Don't s during the gathering with high profiled individuals like a Chief.

Subsequently, Imprint will sharpen his relational abilities and become fruitful in the comparative situation.

K

Imprint ought to consistently know his responses that originate from him in the circumstances he is experiencing

He manages it by concentrating on the thing is significant and dodging the reasons for his uneasiness.

E

He thinks often about his Supposition verbal messages and what suits the circumstance, trains himself and attempts to create

His capacities in courses assist him with assessing things effectively.

Y

His response to amazing circumstances should zero in his deduction on the primary objective

To the gathering

S

M was a slacking circumstance investigation that didn't survey the circumstance well

So he fell prey to appearances not to be hoodwinked

ترجمة السؤال السابق

اقرأ القصة أدناه، وأثناء قيامك بتقييم القصة أدناه، فكر فيما إذا كان السلوك المُتبع أدناه مناسبًا للسياق المهني.

يعمل مارك كمندوب مبيعات ناجح في شركة توريد الأدوية. كمكافأة على أدائه، تم إرساله في بعثة عمل إلى مكتب الشركة في كاليفورنيا للقاء الرئيس التنفيذي، السيدة ميلز.

تُعرف ميلز في المكتب باسم "ساحرة الغرب الشريرة" بسبب سلوكها القاسي في بعض الأحيان. يشارك زملاء مارك في العمل "قصص الرعب" عن لقاءاتهم معها، قائلين إنها نادرًا ما تتواصل بالعين، ولا تبتسم أبدًا، ولا تحب الاقتراب منها ما لم تبدأ المحادثة.

على الرغم من أن مارك كان يشعر بالحماس للسفر، إلا أنه كان قلق أيضًا بشأن ما قد يحدث بينه وبين السيدة ميلز. ولكنه، ركز أن يستعد لعرض استراتيجيات وتقنيات البيع المختلفة في اجتماعه مع ميلز.

في يوم الاجتماع، انتظر بصبر مساعد السيدة ميلز للاتصال به في مكتبها. عندما دخل المكتب للقائها، صُدم لرؤية امرأة صغيرة الحجم خلف المكتب الكبير تبتسم له بعيون لطيفة. يقترب ويصافحها وينتظر إذنها بالجلوس. السيدة ميلز لا تبدو هذا الشخص المرعب الذي كان يسمع عنه. تسأل السيدة ميلز مارك عدة أسئلة مدروسة حول سبب نجاحه، والطرق التي يمكن بها دعم الموظفين، وكيف تتناسب الشركة مع أهدافه المهنية.

تشعر مارك براحة أكبر لأنها تميل إلى الأمام لتستمع باهتمام لما يقوله. قام مارك بفك ربطة عنقه، ووضع ساق على ساق أثناء المحادثة، وبدأ في مشاركة قصص عن شعوره بأن مديره المباشر قد أسقط الكرة في أكثر من مناسبة وأن الفريق سيكون أفضل إذا تم تخصيص المزيد من الأموال للحوافز والمكافآت. يرى مارك على الفور أن عيون السيدة ميلز تبدأ في التحول. ووقفت فجأة وقالت بصوت خشن أن وقتهم قد انتهى الآن.

أجب عن الأسئلة التالية وفقاً لذلك:

١. بالنظر إلى السياق المهني، ماذا كنت ستفعل الشيء نفسه و / أو بشكل مختلف إذا كنت مكان مارك؟

٢. هل تعتقد أن مارك تصرف على نحو دقيق وقيم الموقف بدقة؟ لما ولما لا؟

٣. ما هي عوامل الاتصال التي أدت إلى التغيير في تصرف الرئيس التنفيذي؟

٤. كيف يمكن لعملية KEYS أن تساعد مارك في تحسين مهارات الاتصال لديه؟